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AMERICAN RADIO

Summer 1988 Supplement

James H. Duncan, Jr.

AMERICAN RADIO

SUMMER 1988 SUPPLEMENT

(Arbitron Rating Period: 23 June - 14 September)

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I N T R O D U C T I O N

I am pleased to present the third edition of American Radio - Summer 1988 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 78 markets which Arbitron surveys on a quarterly basis.

The "Summer Supplement" is issued every November.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

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Every effort has been made to make this book as accurate as humanly possible - well, this human anyway. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

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Unfortunately, the Birch data which we usually show in this book was not available in time for us to include it in this issue.

I am certain that it will be included in the Fall American Radio Book.

ALBANY - SCHENECTADY - TROY

Arbitron Rank/Pop (12+): 53/722,300

MSA Rank/Pop: 50/944,000
ADI # 52

Average Person Ratings: 15.2
Market TSL: 20.25 hours

Stations: 25/22
Diaries: 1092/668:1/52.3%
Sample Target: 1060
% Below Line: 2.3
% Not Listed: 12.1

1987 Revenue: $17,500,000
HH Inc.: $35,494
Retail $: 5.8 Bil
Pop per Station: 32,832
#1 Biller: WGY $3,500,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPYX-F (AOR)	129/11.7	12.4	11.3	10.6	13.0	11.5	198/2620	1793/24.8	23.6	25.9	101				WPYX-F
2. WGY (MOR)	116/10.6	10.0	11.8	14.1	9.4	11.6	158/2332	1750/24.2	25.5	22.6	88				WGY
3. WROW-F (EZ)	93/ 3.5	11.5	10.7	9.0	10.5	9.9	137/1485	1111/15.4	17.1	18.0	85				WROW-F
4. WFLY-F (CHR)	81/ 7.4	9.4	7.8	8.6	8.7	8.3	97/1776	1437/19.9	22.1	24.5	80				WFLY-F
5. WKLI-F (AC)	65/ 5.9	4.9	7.1	5.8	6.0	5.9	73/ 935	940/13.0	13.7	14.5	171				WKLI-F
6. WGNA-F (C)	64/ 5.8	5.3	6.1	6.3	4.6	5.9	192/1648	860/11.9	11.8	10.0	145				WGNA-F
7. WTRY (O)	60/ 5.5	5.5	5.1	7.0	5.2	5.8	63/1046	940/13.0	12.6	12.2	160				WTRY
8. WQBK (T)	58/ 5.3	6.2	5.3	5.8	5.4	5.7	60/ 715	675/ 9.3	10.4	10.4	38				WQBK
9. WGFM-F (CHR)	54/ 4.9	4.4	6.8	6.1	7.1	5.6	77/1682	1247/17.3	20.5	23.3	80				WGFM-F
10. WQBK-F (AOR)	46/ 4.2	4.6	3.9	3.9	3.8	4.1	48/ 850	753/10.4	12.0	11.2	107				WQBK-F
11. WABY (BB)	44/ 4.0	2.7	2.3	2.5	1.2	2.9	44/ 471	458/ 6.3	4.9	3.5	33				WABY
12. WROW (MOR)	21/ 1.9	2.7	3.1	3.3	3.9	2.8	25/ 719	600/ 8.3	8.2	10.9	58				WROW
13. WPTR (N/T)	18/ 1.6	2.8	2.4	1.9	1.6	2.2	21/ 579	496/ 6.9	6.5	6.8	100				WPTR
14. WVKZ-F (?)	17/ 1.6	1.2	.9	.4	.6	1.0	25/ 346	297/ 4.1	3.9	1.6	0				WVKZ-F

12+ FM SHARE (METRO): 64.55% (621 of 962) (SUM 87: 65.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WFLY-F>>	1. WPYX-F>>	1. WPYX-F>	1. WPYX-F	1. WPYX-F	1. WGY	1. WPYX-F<	1. WPYX-F>	1. WPYX-F	1. WGY	1. WGY
2. WPYX-F	2. WGFM-F	2. WKLI-F	2. WKLI-F	2. WKLI-F>	2. WROW-F>	2. WGY >	2. WKLI-F<	2. WGY	2. WFLY-F<	2. WQBK-F
3. WGFM-F	3. WFLY-F	3. WTRY	3. WTRY	3. WGY	3. WQBK	3. WROW-F	3. WROW-F	3. WROW-F	3. WPYX-F	3. WGNA-F
4. WGY	WQBK-F	4. WFLY-F	4. WGY	4. WTRY	4. WABY	4. WGNA-F	4. WGY	4. WFLY-F	4. WGFM-F	WPYX-F
WQBK-F	5. WKLI-F	5. WGY	5. WGNA-F	5. WGNA-F	WGNA-F<	5. WFLY-F	5. WFLY-F	5. WGNA-F<	5. WROW-F	5.
6. WVKZ-F	6. WGNA-F	6. WGFM-F	6. WFLY-F	6. WROW-F	6. WTRY	6. WTRY	6. WQBK-F	6. WKLI-F	6. WQBK	
	7. WTRY	WGNA-F	7. WROW-F	7. WFLY-F	7. WKLI-F	7. WQBK	7. WGNA-F	WTRY	7. WGNA-F	
		8. WQBK-F	8. WQBK-F			8. WKLI-F	8. WQBK <	8. WQBK-F	8. WQBK-F	
			9. WGFM-F			9. WABY	9. WTRY	9. WGFM-F		
						10. WGFM-F	10. WABY <	10. WQBK		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WFLY-F	1. WPYX-F	1. WPYX-F	1. WKLI-F	1. WGY <
WGFM-F	2. WFLY-F	2. WGNA-F	2. WFLY-F	2. WKLI-F
3. WPYX-F>>	3. WGFM-F	3. WKLI-F	WPYX-F	3. WGNA-F<
4. WVKZ-F	4. WKLI-F	4. WFLY-F	4. WGY <	4. WROW-F
5. WKLI-F	5. WGNA-F	5. WGFM-F	5. WGFM-F	5. WTRY <
6. WQBK-F	6. WVKZ-F	WGY	6. WGNA-F	6. WFLY-F
	7. WGY		7. WTRY	7. WPYX-F
	WQBK-F		8. WROW-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPYX-F>>	1. WPYX-F>>	1. WPYX-F>>	1. WPYX-F>>	1. WPYX-F>
2. WQBK-F>	2. WQBK-F>>	2. WQBK-F>	2. WTRY <	2. WTRY
3. WGFM-F	3. WGFM-F	3. WKLI-F	3. WQBK-F	3. WKLI-F
4. WEQX-F	4. WEQX-F	4. WEQX-F	4. WKLI-F	4. WGNA-F
WFLY-F	5. WKLI-F	WGFM-F	5. WGNA-F	5. WGY
6. WTRY	6. WFLY-F		6. WGY	WQBK-F
	WTRY			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACS-F	103.5	Cobleskill	1.2/2.3
WCKL	560	Catskill	.5/1.4
WCSS	1490	Amsterdam	.8/ .9
WEQX-F	102.7	Manchester	1.2/2.8
WHAZ	1330	Troy	.5/2.0
WHRL-F	103.1	Albany	.8/2.5
WNYJ-F	98.3	Rotterdam	.8/3.9
WQQY-F	102.3	Sarasota	1.0/2.9
WENU-F	101.7	Hudson Falls	.9/1.2
WPDH-F	101.5	Poughkeepsie	.7/1.7
WWSC	1450	Glens Falls	.4/ .8

RADIO STATIONS

WABY, 1400, 1 KW	, NOSTALGIA	SMN,$ 16.00*	(Durpetti)	Premier
WGY , 810, 50 KW	, MOR	NBC,$115.00	(Eastman)	Empire State
WPTR, 1540, 50 KW (DA-1)	, NEWS/TALK	US 2,ABC-C,$ 40.00	(Katz)	
WQBK, 1300, 5 KW (DA-2)	, TALK	CBS,ABC-T,$ 40.00*	(HNWH)	
WROW, 590, 5 KW/1 KW (DA-2)	, MOR	ABC-I,$ 38.00*	(Christal)	Radio Terrace
WTRY, 980, 5 KW (DA-N)	, OLDIES	MBS,ABC-D,$ 52.00*	(Mc-Guild)	Merv Griffin
WFLY-F, 92.3, 13 KW @ 850, CHR		ABC-C,$ 90.00	(Katz)	
WGFM-F, 99.5, 14 KW @ 930, CHR		Source,$ 70.00	(Eastman)	Empire State
WGNA-F, 107.7, 13 KW @ 980, COUNTRY		ABC-E,$ 60.00*	(Republic)	Barnstable
WHRL-F, 103.1, 1 KW @ 400, BTFL/EZ (?)		MBS,$ 17.00	(---)	
WKLI-F, 100.9, 3 KW @ 300, AC		US 1,$ 66.00*	(Durpetti)	Premier
WPYX-F, 106.5, 16 KW @ 910, AOR		ABC-R,$ 83.00*	(Mc-Guild)	Merv Griffin
WQBK-F, 103.9, 3 KW @ 300, CLASSIC AOR		CBS-R,$ 32.00*	(HNWH)	
WROW-F, 95.5, 12 KW @ 1020, BTFL/EZ		,$ 61.00*	(Christal)	Radio Terrace

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ALLENTOWN - BETHLEHEM

Arbitron Rank/Pop (12+): 60/563,700

MSA Rank/Pop: 73/657,300
Philadelphia ADI
Average Person Ratings: 13.0
Market TSL: 23.75 hours

Stations: 34/14
Diaries: 1017/554:1/55.0%
Sample Target: 930
% Below Line: 18.0
% Not Listed: 9.6

1987 Revenue: $13,800,000
HH Inc.: $32,916
Retail $: 4.4 Bil
Pop per Station: 40,264
#1 Biller: WLEV-F $2,500,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAEB-F (CHR)	142/14.0	9.1	9.0	6.6	7.5	9.7	155/1326	1593/28.3	21.0	17.7	105				WAEB-F
2. WFMZ-F (EZ)	136/13.4	12.6	12.3	13.4	12.8	12.9	150/1297	1094/19.4	22.4	17.8	83				WFMZ-F
3. WZZO-F (AOR)	109/10.7	10.7	9.8	12.4	11.5	10.9	128/1644	1323/23.5	23.3	23.2	100				WZZO-F
4. WLEV-F (AC)	80/ 7.9	11.6	9.2	10.9	11.1	10.0	91/1331	1139/20.2	23.4	24.4	166				WLEV-F
5. WQQQ-F (CHR)	73/ 7.2	8.7	9.9	8.5	9.8	8.6	104/1723	1399/24.8	23.1	26.8	93				WQQQ-F
6. WAEB (AC)	57/ 5.6	5.2	6.2	5.7	4.9	5.7	58/ 651	638/11.3	11.9	13.7	91				WAEB
7. WKAP (BB)	52/ 5.1	4.5	6.2	4.7	7.4	5.1	52/ 479	463/ 9.2	6.8	11.7	31				WKAP
8. WEST (BB)	37/ 3.6	3.2	4.2	5.6	2.2	4.1	39/ 357	343/ 6.1	5.6	4.2	22				WEST
9. WXKW (C)	31/ 3.1	4.5	3.5	4.4	4.2	3.9	32/ 368	353/ 6.3	7.2	6.8	95				WXKW
10. WYSP-F (AOR)	24/ 2.4	2.9	2.9	2.2	3.4	2.6	38/ 657	453/ 8.0	9.7	8.1	100				WYSP-F

12+ FM SHARE (METRO): 74.05% (679 of 917) (SUM 87: 71.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAEB-F>>	1. WAEB-F	1. WAEB-F	1. WAEB-F	1. WAEB-F	1. WFMZ-F>>	1. WFMZ-F	1. WAEB-F<	1. WAEB-F<	1. WAEB-F	1. WAEB <
2. WQQQ-F	2. WZZO-F	2. WZZO-F>	2. WLEV-F	2. WLEV-F	2. WKAP	2. WAEB-F	2. WFMZ-F	2. WFMZ-F	2. WZZO-F	2. WZZO-F
3. WZZO-F>>	3. WLEV-F	3. WLEV-F>	3. WZZO-F	3. WZZO-F	3. WAEB	3. WZZO-F	3. WZZO-F	3. WZZO-F>	3. WQQQ-F	3. WFMZ-F
4. WAEB	WQQQ-F	4. WQQQ-F	4. WFMZ-F	4. WFMZ-F	4. WLEV-F	4. WAEB <	4. WLEV-F	4. WLEV-F	4. WFMZ-F	4. WAEB-F
5.	5. WYSP-F	5. WFMZ-F>>	5. WQQQ-F>	5. WQQQ-F	5. WEST	5. WLEV-F	5. WQQQ-F	5. WQQQ-F	5. WAEB	WLEV-F
	6. WMMR-F	6. WYSP-F	6. WAEB	6. WAEB	6. WAEB-F	6. WQQQ-F	6. WAEB <	6. WKAP	6. WLEV-F	6. WQQQ-F
	7. WFMZ-F	7. WAEB	7. WXKW	7. WXKW	7. WXKW	7. WKAP	7. WKAP	7. WAEB	7. WXKW	WXKW
	8. WABC	WMMR-F	8. WMMR-F	8. WMMR-F	8. WZZO-F	8. WEST	8. WEST	8. WEST	8. WYSP-F	WYSP-F
	9. WEAZ-F	9. WXKW	WYSP-F	WYSP-F	9. WQQQ-F>	9. WYSP-F	9. WXKW	9. WXKW	9. WKAP	WKAP
	10. WYNY-F	10. WIOV-F	10.	10. WYNY-F	10. WEAZ-F	10. WXKW	10. WEAZ-F	10. WYSP-F	10. WEST	WEST
		WYNY-F					WMMR-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WAEB-F>>	1. WAEB-F>	1. WAEB-F	1. WAEB-F>	1. WAEB-F
2. WZZO-F>	2. WLEV-F	WLEV-F	2. WLEV-F	WLEV-F
3. WQQQ-F>>	3. WZZO-F	3. WQQQ-F>	3. WFMZ-F	3. WFMZ-F>
4. WFMZ-F	4. WQQQ-F>>	4. WZZO-F>	WQQQ-F<	4. WQQQ-F
WLEV-F	5. WFMZ-F	5. WFMZ-F	5. WZZO-F	5. WAEB
6. WEAZ-F	6. WMMR-F	6. WAEB	WZZO-F	
WYSP-F	7. WEAZ-F	7. WAEB	7. WXKW-F	7. WXKW-F
	8. WAEB	8. WEST	8. WEAZ-F	8. WKAP
	WYSP-F	WEAZ-F	9. WMMR-F	WXTU-F
	10. WEST	WXTU-F	10. WOGL-F	10.
	WXTU-F		WYSP-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WZZO-F>>	1. WZZO-F	1. WAEB-F>>	1. WZZO-F>	1. WZZO-F
2. WAEB-F	2. WAEB-F>>	WZZO-F	2. WAEB-F>	2. WAEB-F
3. WYSP-F	3. WYSP-F	3. WYSP-F	3. WLEV-F>	3. WLEV-F
4. WQQQ-F	4. WQQQ-F	4. WMMR-F	4. WYSP-F	4. WFMZ-F>
5. WLEV-F	5. WMMR-F	5. WQQQ-F	5. WQQQ-F	5. WQQQ-F
6. WMMR-F	6. WLEV-F	6. WLEV-F	6. WFMZ-F	6. WAEB
7. WXKW	7. WABC	7. WABC	7. WMMR-F	WYSP-F
WIOV-F	8. WNEW-F	8. WSBG-F	8. WYNY-F	8. WMMR-F
WYNY-F	WSBG-F	9. WNEW-F	9. WAEB	WYNY-F
	WYNY-F		WXKW	10. WXKW
			WIOV-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEEX	1230	Easton	1.0/3.5
WGPA	1100	Bethlehem	.6/1.2
WLSH	1410	Lansford	.8/1.3
WRJN	1000	Hacketstown	.6/1.6
WYNS	1160	Lehighton	.5/1.0
KYW	1060	Philadelphia	1.2/5.4
WABC	770	New York	.5/1.4
WBYO-F	107.5	Boyertown	.9/2.3
WEAZ-F	101.1	Philadelphia	1.9/2.9
WFIL	560	Philadelphia	.5/2.0
WFLN-F	95.7	Philadelphia	.5/1.5
WIOV-F	105.1	Ephrata	1.1/1.0
WKRZ-F	98.5	Wilkes-Barre	.4/1.6
WMGK-F	102.9	Philadelphia	.5/2.2
WMMR-F	93.3	Philadelphia	1.7/5.4
WNEW-F	102.7	New York	.4/1.1
WOGL-F	98.1	Philadelphia	.6/1.5
WOR	710	New York	.4/2.0
WSBG-F	93.5	Stroudsberg	.3/1.4
WUSL-F	98.9	Philadelphia	.5/1.6
WWDB-F	96.5	Philadelphia	.3/1.3
WXRK-F	92.3	New York	.3/1.3
WXTU-F	92.5	Philadelphia	1.0/3.7
WYNY-F	97.1	New York	1.2/2.2

RADIO STATIONS

WAEB, 790, 1 KW	, AC	CBS,ABC-I,$ 30.00 (Katz)	CRB
WEEX, 1230, 1 KW	, TALK	MBS,ABC-T,$ 17.00* (Eatman)	Wilks-Schwartz
WEST, 1400, 1 KW	, NOSTALGIA	CBS,$ 22.00* (Mc-Guild)	Eastern
WKRP, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA	SMN,APR,$ 20.00 (Dome)	
WXKW, 1470, 5 KW (DA-2)	, COUNTRY	NBC,$ 16.00* (---)	
WAEB-F, 104.1, 50 KW @ 500, CHR		,$ 48.00* (Katz)	CRB
WFMZ-F, 100.7, 13 KW @ 870, BTFL/EZ		,$ 50.00* (Christal)	
WLEV-F, 96.1, 50 KW @ 500, AC		,$ 62.00* (Mc-Guild)	Eastern
WQQQ-F, 99.9, 50 KW @ 450, CHR		,$ 55.00* (Eastman)	Wilks-Schwartz
WZZO-F, 95.1, 12 KW @ 630, AOR		,$ 59.00* (Banner)	

Other ranked stations - See Philadelphia

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ATLANTA

Arbitron Rank/Pop (12+): 13/2,117,200

MSA Rank/Pop: 11/2,611,500
ADI # 12

Average Person Ratings: 16.6

Market TSL: 22.0 hours

Stations: 20/19
Diaries: 2025/1046:1/48.8%
Sample Target: 1690
% Below Line: 0.6
% Not Listed: 10.7

1987 Revenue: $98,900,000
HH Inc.: $36,517
Retail $: 21.1 Bil
Pop per Station: 111,432
#1 Biller: WQXI A/F $12,600,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKLS-F (AOR)	355/10.1	9.9	7.9	7.6	9.6	8.9	471/5198	4105/19.4	18.4	17.5	94				WKLS-F
2. WSB-F (AC)	349/ 9.9	8.0	8.4	6.9	6.1	8.3	394/5082	4310/20.4	19.1	17.7	130				WSB-F
3. WVEE-F (B/U)	340/ 9.7	10.2	10.5	9.4	10.5	10.0	388/4195	3592/17.0	16.7	16.7	91				WVEE-F
4. WPCH-F (EZ)	283/ 8.0	7.9	8.1	8.9	8.9	8.2	325/4317	3580/16.9	16.6	18.8	89				WPCH-F
5. WSB (MOR)	257/ 7.3	7.4	7.1	8.6	8.4	7.6	279/4220	3769/17.8	17.3	19.6	68				WSB
5. WZGC-F (CHR)	208/ 5.9	6.4	5.4	5.5	6.9	5.8	265/4490	3599/17.0	18.3	18.2	69				WZGC-F
7. WKHX-F (C)	203/ 5.8	6.6	7.8	6.7	4.9	6.7	274/3784	2740/12.9	13.7	12.7	103				WKHX-F
8. WYAY-F (C)	199/ 5.7	5.4	5.7	5.0	4.9	5.5	311/3845	2660/12.6	12.8	11.1	111				WYAY-F
9. WAPW-F (CHR)	193/ 5.5	5.9	5.4	6.1	5.6	5.7	248/4195	3196/15.1	14.7	14.6	65				WAPW-F
10. WQXI-F (AC)	151/ 4.3	5.4	5.2	5.1	5.6	5.3	162/2936	2692/12.7	15.1	16.4	149				WQXI-F
11. WFOX-F (AC)	143/ 4.1	4.8	4.3	4.6	4.9	4.5	225/3925	2775/13.1	13.4	13.1	149				WFOX-F
12. WGST (N/T)	123/ 3.5	3.5	3.5	2.6	3.4	3.3	124/1876	1844/ 9.7	9.1	9.6	69				WGST
13. WEKS-F (B)	102/ 2.9	2.5	3.2	3.5	2.2	3.0	120/2234	1854/ 9.8	8.0	7.7	83				WEKS-F
14. WAOK (B)	101/ 2.9	3.8	3.2	4.3	2.7	3.6	101/1267	1225/ 5.8	5.9	5.8	103				WAOK
15.															
16.															
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 81.46% (2558 of 3140) (SUM 87: 80.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPW-F	1. WKLS-F	1. WKLS-F	1. WSB-F	1. WSB-F>	1. WPCH-F	1. WSB	1. WSB-F	1. WKLS-F	1. WVEE-F	1. WVEE-F
2. WVEE-F	2. WVEE-F	WSB-F	2. WKLS-F	2. WKLS-F	2. WSB >	2. WSB-F	2. WKLS-F<	2. WSB-F	2. WKLS-F	2. WSB
3. WZGC-F	3. WSB-F>	3. WVEE-F	3. WVEE-F	3. WVEE-F	3. WSB-F	3. WKLS-F<	3. WPCH-F	3. WVEE-F	3. WSB-F<	3. WSB-F
4. WKLS-F>>	4. WZGC-F	4. WZGC-F	4. WQXI-F	4. WPCH-F	4. WYAY-F	4. WVEE-F	4. WVEE-F	4. WPCH-F	4. WSB	4. WKLS-F
5. WEKS-F	5. WAPW-F	5. WQXI-F	5. WFOX-F	5. WQXI-F<	5. WKHK-F	5. WPCH-F<	5. WSB	5. WZGC-F	5. WZGC-F	5. WPCH-F
6.	6. WQXI-F	6. WFOX-F	6. WPCH-F	6. WYAY-F	6. WGST	6. WKHX-F<	6. WZGC-F<	6. WYAY-F<	6. WAPW-F	6. WKHK-F
7.	7. WFOX-F	WKHX-F	7. WKHX-F	7. WFOX-F<	7. WVEE-F	7. WYAY-F	7. WKHX-F	7. WAPW-F	7. WPCH-F	7. WYAY-F
8.	8. WEKS-F	8. WAPW-F	8. WYAY-F	8. WKHX-F	8. WAOK	9. WGST <	8. WAPW-F	8. WKHX-F	8. WQXI-F	WZGC-F
9.	9.	9. WYAY-F	9. WZGC-F	9. WSB	9. WFOX-F	9. WZGC-F	9. WYAY-F<	9. WFOX-F	9. WEKS-F	9. WEKS-F
10.	10.	10. WPCH-F	10. WAPW-F WSB	10. WZGC-F	10. WQXI-F	10. WAPW-F<	10. WFOX-F	10.	10.	10. WGST

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WVEE-F	1. WSB-F	1. WSB-F>	1. WSB-F>	1. WSB-F>
2. WKLS-F<	2. WVEE-F	2. WVEE-F	2. WVEE-F>	2. WVEE-F
3. WSB-F<	3. WKLS-F	3. WQXI-F	3. WKLS-F	3. WPCH-F
4. WZGC-F<	4. WAPW-F	4. WKLS-F	WZGC-F	4. WQXI-F
5. WAPW-F	5. WZGC-F>	5. WAPW-F	5. WAPW-F	5. WFOX-F
6. WEKS-F	5. WQXI-F	WFOX-F	6. WQXI-F	6. WKHK-F
7.	7. WFOX-F	7. WZGC-F	7. WPCH-F	WYAY-F
8.	8. WEKS-F	8.	8. WFOX-F	8. WZGC-F
9.	9. WYAY-F	9.	9. WKHK-F	9. WKLS-F
10.	10. WKHK-F	10.	10. WYAY-F	10. WAPW-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKLS-F>>	1. WKLS-F>>	1. WKLS-F>>	1. WKLS-F>	1. WKLS-F>
2. WVEE-F	2. WVEE-F>	2. WVEE-F	2. WVEE-F	2. WSB-F
3. WZGC-F	3. WSB-F	3. WSB-F>	3. WSB-F>	3. WVEE-F
4. WAPW-F	4. WZGC-F	4. WQXI-F	4. WKHK-F	4. WYAY-F
WKHK-F	5. WQXI-F	5. WFOX-F	5. WFOX-F	5. WKHK-F
6. WSB-F	6. WAPW-F<	6. WSB	6. WZGC-F	6. WPCH-F
7.	7. WFOX-F	7.	7. WQXI-F	WSB <
8.	8. WKHK-F	8.	8. WYAY-F	8. WFOX-F
9.	9. WEKS-F	9.	9. WSB	9.
10.	WSB	10.	10. WPCH-F	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCNN	680	N. Atlanta	.9/2.7
WGUN	1010	Atlanta	.3/1.1
WJGA-F	92.1	Jackson	.4/ .9
WPBD	640	Atlanta	1.1/1.7
WQXI	790	Atlanta	.6/1.9
WVFJ-F	93.3	Manchester	.5/1.3

RADIO STATIONS

AM STATIONS

WAEC, 860, 5 KW (DAYS)	, RELIGION		,$ 22.00	(---)	Forus
WAOK, 1380, 5 KW	, BLACK	NBN,NBC,	$ 60.00	(Mc-Guild)	Summit
WCNN, 680, 50 KW/10 KW (DA-1)	, NOSTALGIA	US 2,CNN,	$ 42.00	(HNWH)	
WGKA, 1190, 10 KW (DAYS)	, CLASSICAL		,$ 40.00	(CBS)	
WGST, 920, 5 KW/1 KW	, NEWS/TALK	ABC-I,MBS,	$ 75.00	(Eastman)	Jacor
WGUN, 1010, 50 KW (DAYS)	, GOSPEL		,$ 21.00	(---)	Rivers
WIGO, 1340, 1 KW	, BLACK		,$ 45.00	(---)	
WKHX, 590, 5 KW (DA-N)	, COUNTRY		,$ NA	(Republic)	Cap Cities/ABC
WQXI, 790, 5 KW/1 KW (DA-N)	, OLDIES		,$ NA	(Banner)	Jeff-Pilot
WSB , 750, 50 KW	, MOR/TALK	APR,ABC-I,	$190.00	(Christal)	Cox
WYZE, 1480, 5 KW (DAYS)	, BLACK/GOSPEL		,$ 16.00	(---)	Buck

FM STATIONS

WAPW, 97.7, 100 KW @ 1000, CHR			,$120.00	(Eastman)	Susquehanna	
WEKS, 104.1, 60 KW @ 1220, BLACK		CBS-R,	$ 70.00	(Durpetti)	Zapis	
WFOX, 97.1, 100 KW @ 1566, AC			,$135.00	(MMR)	Shamrock	(GAINESVILLE)
WKHX, 101.5, 100 KW @ 900, COUNTRY			,$175.00	(Republic)	Cap Cities/ABC	
WKLS, 96.1, 100 KW @ 950, AOR		ABC-R,	$190.00	(Katz)	Great American	
WPCH, 94.9, 100 KW @ 968, BTFL/EZ			,$170.00	(Eastman)	Jacor	
WQXI, 94.1, 100 KW @ 914, AC/CONTEMP			,$178.00	(Banner)	Jeff-Pilot	
WSB , 98.5, 100 KW @ 919, AC			,$176.00	(Christal)	Cox	
WVEE, 103.3, 100 KW @ 1022, URBAN		US 1,	$175.00	(Mc-Guild)	Summit	
WYAY, 106.7, 100 KW @ 1400, COUNTRY			,$160.00	(MMR)	New City	(GAINESVILLE)
WZGC, 92.9, 100 KW @ 910, CHR			,$140.00	(HNWH)	Cook Inlet	

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AUSTIN

Arbitron Rank/Pop (12+): 58/625,500

MSA Rank/Pop: 66/756,700
ADI # 71
Average Person Ratings: 15.6
Market TSL: 21.25 hours

Stations: 18/15
Diaries: 915/684:1/53.2%
Sample Target: 880
% Below Line: 7.0
% Not Listed: 16.8

1987 Revenue: $23,400,000
HH Inc.: $34,055
Retail $: 5.0 Bil
Pop per Station: 41,700,000
#1 Biller: KASE-F $4,700,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KASE-F	(C)	123/12.6	15.9	14.4	13.5	15.3	14.1	186/2128	1419/22.7	24.6	24.9	94				KASE-F
2. KLBJ-F	(AOR)	98/10.1	10.2	9.8	7.6	7.1	9.2	119/1663	1347/21.5	20.7	19.1	109				KLBJ-F
3. KHFI-F	(CHR)	92/ 9.5	7.2	8.2	6.8	6.0	7.9	95/1467	1427/22.8	21.0	18.7	59				KHFI-F
KKMJ-F	(AC)	92/ 9.5	10.0	10.5	11.1	8.6	10.2	99/1458	1340/21.4	20.1	19.1	141				KKMJ-F
5. KBTS-F	(CHR)	78/ 8.0	10.6	8.5	7.1	9.3	8.6	133/2179	1456/23.3	23.9	21.7	65				KBTS-F
6. KLBJ	(N/T)	52/ 5.3	5.1	4.6	4.7	6.6	4.9	54/ 950	899/14.4	13.3	13.7	89				KLBJ
7. KEYI A/F	(AC)	45/ 4.6	3.3	4.5	5.8	6.7	4.6	55/1099	932/14.9	12.1	19.2	146				KEYI A/F
8. KQFX-F	(O)	42/ 4.3	4.0	3.9	4.3	.8	4.1	48/ 881	802/12.8	14.6	3.4	151				KQFX-F
9. KPEZ-F	(AOR)	40/ 4.1	3.6	5.8	4.2	6.1	4.4	40/ 690	690/11.0	11.9	14.3	141				KPEZ-F
10. KOKE	(EZ)	29/ 3.0	4.2	2.9	2.7	3.5	3.2	30/ 371	346/ 5.5	5.5	6.9	53				KOKE
11. WOAI	(N/T)	28/ 2.9	.8	.6	1.9	.8	1.6	39/ 431	220/ 3.5	2.7	2.9	17				WOAI
12. KVET	(C)	27/ 2.8	3.1	4.2	4.5	3.4	3.7	28/ 567	552/ 8.8	5.5	8.5	79				KVET
13. KAPT-F	(CHR)	26/ 2.7	2.6	3.5	3.5	4.7	3.1	31/ 573	491/ 7.8	10.8	11.4	141				KAPT-F
14. KSAH	(SP)	25/ 2.6	---	.5	.8	---	1.0	29/ 213	190/ 3.0	---	---	85				KSAH
15.																

12+ FM SHARE (METRO): 78.02% (632 of 810) (SUM 87: 78.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KHFI-F>	1. KLBJ-F>	1. KASE-F<	1. KKMJ-F	1. KKMJ-F	1. KASE-F	1. KASE-F	1. KASE-F	1. KASE-F>	1. KHFI-F	1. KKMJ-F<
2. KBTS-F>>	2. KASE-F	2. KLBJ-F	2. KASE-F<	2. KASE-F	2. KKMJ-F	2. KKMJ-F	2. KLBJ-F	2. KKMJ-F<	2. KLBJ-F<	2. KBTS-F
3.	3. KHFI-F	3. KKMJ-F	3. KLBJ-F	3. KLBJ-F>	3. KLBJ-F>	3. KLBJ	3. KBTS-F	3. KLBJ-F	3. KASE-F	KLBJ-F
4.	4. KBTS-F	4. KHFI-F	4.	4. KEYI-F+<	4. KOKE	KKMJ-F	4. KHFI-F	4. KHFI-F	4. KBTS-F	4.
5.	5. KKMJ-F	5. KBTS-F	5.	5. KQFX-F	5.	4. KLBJ-F<	5. KHFI-F	5. KBTS-F	5. KKMJ-F	5.
	6. KPEZ-F					5. KHFI-F	5. KHFI-F	5. KBTS-F		
						6. KBTS-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KHFI-F	1. KASE-F<	1. KLBJ-F	1. KASE-F	1. KKMJ-F
2. KASE-F>	2. KHFI-F	2. KKMJ-F	2. KKMJ-F	2. KASE-F>
3. KBTS-F>	3. KLBJ-F	3. KASE-F	3. KHFI-F	3. KLBJ-F
4. KLBJ-F	4. KBTS-F	4. KQFX-F	4. KBTS-F	4. KEYI-F+
5. KKMJ-F	5. KKMJ-F>	5. KHFI-F	KLBJ-F	5. KBTS-F
	6. KEYI-F+	6. KBTS-F		
		KEYI-F+		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLBJ-F>	1. KLBJ-F>>	1. KLBJ-F>	1. KLBJ-F	1. KLBJ-F
2. KASE-F	2. KASE-F<	2. KPEZ-F>	2. KASE-F	2. KKMJ-F
3. KBTS-F	KPEZ-F<	3. KQFX-F	3. KKMJ-F	3. KASE-F
4. KHFI-F>	4. KHFI-F	4. KHFI-F	4. KPEZ-F	4. KPEZ-F
5. KSAH	5. KBTS-F	5. KBTS-F	5. KHFI-F	5. KQFX-F
	6. KQFX-F		6. KBTS-F	
			KQFX-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIXL	970	DelValle	.4/2.8
KTXZ	1560	W. Lake Hills	.5/2.2
KONO	860	San Antonio	.4/ .7

RADIO STATIONS

KELG, 1440, 500 W (DA-2)	, HISPANIC	-	,$ 17.00	(Lotus)	Encore
KIXL, 970, 1 KW (DAYS,DA)	, RELIGION		,$ 10.00	(Christal)	
KLBJ, 590, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS,MBS,	$ 46.00	(Eastman)	
KOKE, 1370, 5 KW/500 W (DA-2)	, BTFL/EZ		,$ 27.00	(K & P)	
KVET, 1300, 5 KW/1 KW (DA-2)	, COUNTRY	ABC-I,	$ 40.00	(Katz)	
KAPT-F, 94.7, 100 KW @ 1154, CONTEMP			,$ 34.00	(---)	(LULING)
KASE-F, 100.7, 100 KW @ 1190, COUNTRY			,$100.00	(Katz)	
KBTS-F, 93.3, 100 KW @ 1983, CHR			,$ 70.00	(Christal)	- Genesis (KILLEEN)
KEYI-F, 103.5, 100 KW @ 1250, AC			,$ 60.00	(Torbet)	Degree
KHFI-F, 98.3, 1.3 KW @ 418, CHR		ABC-C,	$ 67.00	(Republic)	Encore
KKMJ-F, 95.5, 100 KW @ 1000, AC			,$ 82.00	(CBS)	Keymarket
KLBJ-F, 93.7, 100 KW @ 1057, AOR			,$ 76.00	(Eastman)	
KPEZ-F, 102.3, 3 KW @ 300, CLASSIC ROCK			,$ 58.00	(HNWH)	Clear Channel
KQFX-F, 96.5, 29 KW @ 653, OLDIES		ABC-R,	$ 36.00	(Banner)	Capitol-Johnson (GEORGETOWN)

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BALTIMORE

Arbitron Rank/Pop (12+): 17/1,953,100

MSA Rank/Pop: 15/2,290,000
ADI # 22
Average Person Ratings: 17.5
Market TSL: 23.25 hours

Stations: 32/19
Diaries: 1953/100:1/48.6%
Sample Target: 1700
% Below Line: 13.7
% Not Listed: 10.2

1987 Revenue: $59,300,000
HH Inc.: $34,570
Retail $: 15.1 Bil
Pop per Station: 102,795
#1 Biller: WBSB-F $9,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WBSB-F (CHR)	296/8.6	7.3	6.3	8.0	8.9	7.7	324/4618	4087/20.9	19.6	22.6	102				WBSB-F
2. WBAL (M/T)	284/8.3	8.8	7.3	6.3	7.3	7.7	298/3998	3796/19.4	19.8	16.7	66				WBAL
3. WXYV-F (B/U)	274/8.0	6.8	5.7	9.7	7.4	7.3	288/2978	2787/14.3	14.5	14.9	99				WXYV-F
4. WLIF-F (EZ)	255/7.4	9.2	9.6	9.8	8.9	9.0	274/3304	2988/15.3	16.7	16.8	84				WLIF-F
5. WPOC-F (C)	218/6.4	4.9	5.3	6.6	6.6	5.8	236/3069	2648/13.6	12.7	12.0	123				WPOC-F
5. WWMX-F (AC)	169/4.9	5.3	6.4	4.4	4.1	5.3	176/2964	2323/14.5	16.0	13.8	120				WWMX-F
7. WIYY-F (AOR)	152/4.4	4.7	5.5	4.6	5.6	4.8	169/3105	2335/14.5	13.7	13.8	100				WIYY-F
8. WFBR (O)	138/4.0	3.9	3.0	3.4	3.2	3.6	139/1579	1545/ 7.9	7.5	7.6	70				WFBR
9. WQSR-F (O)	137/4.0	3.9	3.6	3.4	2.8	3.7	139/2211	2113/10.8	9.8	8.4	155				WQSR-F
10. WBGR (R/G)	113/3.3	2.6	2.3	2.5	2.3	2.7	113/1037	1037/ 5.3	5.0	4.0	88				WBGR
11. WGHT-F (U/B)	107/3.1	3.0	3.7	3.0	2.4	3.2	107/2047	2047/10.5	8.8	7.3	94				WGHT-F
12. WGRX-F (AOR)	95/2.8	2.8	3.4	2.7	1.9	2.9	131/2085	1614/ 8.3	9.2	6.0	114				WGRX-F
WYST-F (AC)	95/2.8	2.6	3.5	2.5	2.5	2.9	96/1687	1636/ 8.4	8.1	9.2	136				WYST-F
14. WCAO (C)	85/2.5	2.6	2.5	2.3	2.2	2.5	88/1260	1151/ 5.9	6.1	6.8	80				WCAO
15. WWDC-F (AOR)	82/2.4	2.7	2.4	2.9	2.1	2.6	117/2362	1342/ 9.4	9.6	8.2	100				WWDC-F
16. WWIN (B)	67/2.0	1.7	1.9	1.5	3.0	1.9	67/1216	1216/ 6.2	5.4	8.0	110				WWIN
17. WITH (BB)	66/1.9	2.8	2.4	2.1	2.7	2.3	68/ 908	901/ 4.6	5.4	5.0	21				WITH
18. WHFS-F (AOR)	62/1.8	1.3	1.5	1.6	1.3	1.6	66/ 908	799/ 4.1	4.2	3.7	117				WHFS-F
19. WRQX-F (CHR)	60/1.8	1.3	1.1	1.9	1.6	1.5	61/14/9	1359/ 7.0	5.3	6.4	39				WRQX-F
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 72.14% (2219 of 3076) (SUM 87: 68.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBSB-F>	1. WBSB-F<	1. WBSB-F	1. WBSB-F	1. WBSB-F	1. WBAL	1. WBAL >	1. WLIF-F	1. WBSB-F	1. WBAL	1. WFBR <
2. WXYV-F>	2. WXYV-F	2. WXYV-F	2. WXYV-F	2. WPOC-F	2. WLIF-F>	2. WBSB-F	2. WBSB-F	2. WLIF-F<	2. WXYV-F	2. WBAL
3. WIYY-F	3. WIYY-F	3. WPOC-F<	3. WPOC-F	3. WXYV-F	3. WPOC-F	3. WXYV-F	3. WXYV-F	3. WXYV-F	3. WBSB-F>	3. WBSB-F<
4. WGHT-F<	4. WWMX-F	4. WWMX-F	4. WQSR-F	4. WLIF-F	4. WFBR >	4. WLIF-F	4. WPOC-F	4. WPOC-F	4. WFBR	4. WXYV-F<
5. WRQX-F	5. WGRX-F	5. WQSR-F<	5. WWMX-F	WQSR-F	5. WXYV-F<	5. WPOC-F	5. WBAL	5. WWMX-F	5. WGHT-F	5. WPOC-F
6.	6. WWDC-F	6. WIYY-F	6. WLIF-F	6. WWMX-F	6. WBGR	6. WIYY-F	6. WQSR-F	6. WBAL <	6. WLIF-F	6.
7.	7. WGHT-F	7. WLIF-F	7. WIYY-F	7. WBAL	WBSB-F	7. WWMX-F<	7. WWMX-F	7. WIYY-F	7. WWMX-F	7.
8.	8.	8.	8. WBAL	8. WIYY-F	8. WQSR-F	8. WWDC-F	8. WIYY-F	8. WFBR	8.	8.
9.	9.	9.	9. WYST-F	9.	9.	9. WQSR-F	9. WFBR	9. WQSR-F	9.	9.
10.	10.	10.	10.	10.	10.	WBGR	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WXYV-F	1. WBSB-F	1. WBSB-F	1. WBSB-F	1. WBSB-F>	1. WBSB-F	1. WIYY-F	1. WIYY-F	1. WXYV-F	1. WPOC-F<
2. WBSB-F>	2. WXYV-F	2. WWMX-F	2. WXYV-F	2. WWMX-F<	2. WWDC-F	2. WXYV-F	2. WXYV-F	2. WIYY-F	2. WXYV-F
3. WIYY-F	3. WWMX-F	3. WXYV-F>	3. WWMX-F	3. WLIF-F	3. WIYY-F	3. WWDC-F	3. WGRX-F	3. WBSB-F	3. WIYY-F<
4. WWMX-F	4. WIYY-F	4. WQSR-F	4. WLIF-F<	4. WPOC-F	4. WWMX-F	4. WBSB-F	4. WWDC-F	4. WPOC-F	4. WQSR-F
5. WGRX-F	5. WGHT-F	5. WYST-F	5. WPOC-F	5. WXYV-F	WXYV-F	5. WGRX-F	5. WBSB-F>	5. WQSR-F	5. WBAL
WRQX-F	WGRX-F	6. WGHT-F	6. WQSR-F	6. WQSR-F<	6. WGRX-F	6. WWMX-F	6. WHFS-F	6. WWDC-F	6. WBSB-F>
7. WGHT-F	7. WQSR-F	7. WGRX-F	7. WYST-F	7. WYST-F	7. WGHT-F	7. WGHT-F	7. WBAL	7. WGRX-F<	7. WLIF-F
8.	8.	8. WPOC-F	8.	8. WBAL	8.	8.	WGHT-F	8. WWMX-F	8.
9.	9.	9.	9.	9. WBGR	9.	9.	WPOC-F	9. WBAL	9.
10.	10.	10.	10.	10.	10.	10.	WWMX-F	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEBB	1360	Baltimore	1.2/5.4
WRBS-F	95.1	Baltimore	.9/2.6
WYST	1010	Baltimore	1.0/2.3
WASH-F	97.1	Washington	.6/2.2
WAVA-F	105.1	Washington	.4/2.5
WGAY-F	99.5	Washington	.8/1.6
WHUR-F	96.3	Washington	1.4/5.2
WKYS-F	93.9	Washington	.5/1.9
WLTT-F	94.7	Bethesda	.3/1.3
WMZQ-F	98.7	Washington	.5/1.9
WPGC-F	95.5	Morningside	1.0/5.3
WTOP	1500	Washington	.8/3.9

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N)	NEWS/TALK	ABC-E,$105.00	(HNWH)	Hearst
WBGR, 860, 2.5 KW/100 W (DA-1)	RELIG/GOSPEL	UPI,$ 40.00	(Roslin)	Mortenson
WCAO, 600, 5 KW (DA-1)	COUNTRY	NBC,$ 70.00	(Mc-Guild)	Summit
WCBM, 680, 10 KW/5 KW (DA-2)	SILENT	ABC-T,ABC-I,$ NA	(---)	Resort
WEBB, 1360, 5 KW/1.7 KW (DA-1)	BLACK	SBN,$ 35.00	(Roslin)	
WFBR, 1300, 5 KW (DA-1)	OLDIES	CBS,$ 65.00	(Republic)	JAG
WITH, 1230, 1 KW	NOSTALGIA	MBS,$ 40.00	(Groskin)	
WWIN, 1400, 1 KW	BLACK	,$ 38.00	(MMR)	Ragan Henry
WYST, 1010, 1 KW (DAYS)	OLDIES	APR,$ 31.00	(MMR)	United

FM STATIONS

WBSB, 104.3, 50 KW @ 400, CHR	ABC-C,$150.00	(Banner)	Scripps-Howard
WGHT, 95.9, 3 KW @ 300, URBAN/CHR	,$ 68.00	(MMR)	Ragan Henry
WGRX, 100.7, 20 KW @ 715, CLASSIC AOR	ABC-F,$ 60.00	(Durpetti)	Shamrock-Lynett
WIYY, 97.9, 11 KW @ 950, AOR	ABC-R,$100.00	(HNWH)	Hearst
WLIF, 101.9, 14 KW @ 961, BTFL/EZ	,$140.00	(Christal)	JAG
WPOC, 93.1, 16 KW @ 870, COUNTRY	ABC-D,$135.00	(Eastman)	Nationwide
WQSR, 105.7, 50 KW @ 245, OLDIES	CBS,US 1,$ 60.00	(Banner)	
WRBS, 95.1, 50 KW @ 500, RELIGION	,$ 20.00	(---)	
WWMX, 106.5, 29 KW @ 620, AC	,$105.00	(Katz)	Capitol-Goodman
WXYV, 102.7, 50 KW @ 400, BLACK/URBAN	,$110.00	(Mc-Guild)	Summit
WYST, 92.3, 10 KW @ 709, AC	APR,$ 75.00	(MMR)	United

Other ranked stations - See Washington

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BATON ROUGE

Arbitron Rank/Pop (12+): 73/450,100

MSA Rank/Pop: 91/562,000
ADI # 91

Average Person Ratings: 14.6
Market TSL: 19.75 hours

Stations: 20/15
Diaries: 903/498:1/52.0%
Sample Target: 820
% Below Line: 9.7
% Not Listed: 7.8

1987 Revenue: $11,100,000
HH Inc.: $31,027
Retail $: 3.4 Bil
Pop per Station: 30,007
#1 Biller: WFMF-F $2,500,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WYNK A/F	(C)	96/14.6	18.3	13.8	10.8	11.0	14.4	195/2224	1148/25.5	26.6	23.7	109				WYNK A/F
2.	KQXL-F	(B)	92/14.0	11.5	10.9	9.9	8.5	11.6	139/1211	900/20.0	18.6	15.9	104				KQXL-F
3.	WXOK	(B)	84/12.8	9.1	10.1	12.4	9.8	11.1	94/1046	872/19.4	16.2	21.1	80				WXOK
4.	WFMF-F	(CHR)	62/ 9.4	9.5	11.1	10.8	11.5	10.2	90/1917	1164/25.9	26.1	30.2	74				WFMF-F
5.	WGGZ-F	(CHR)	60/ 9.1	9.1	12.0	9.9	11.0	10.0	130/2317	1068/23.7	23.8	27.2	82				WGGZ-F
6.	WKJN-F	(C)	49/ 7.4	5.7	9.3	6.7	6.9	7.3	104/1424	700/15.6	13.8	14.5	101				WKJN-F
7.	WTGE A/F	(AOR/CHR)	42/ 6.4	4.7	4.8	5.5	6.8	5.4	63/ 978	671/14.9	11.7	15.7	144				WTGE A/F
8.	WCKW-F	(AOR)	27/ 4.1	5.1	3.7	2.4	1.7	3.8	54/ 771	347/ 7.7	9.1	4.8	156				WCKW-F
9.	WJBO	(N/T)	20/ 3.0	3.7	4.5	6.2	5.6	4.4	22/ 409	390/ 8.7	9.4	11.1	113				WJBO
10.	WXLT-F	(O)	15/ 2.3	3.3	2.6	1.2	---	2.4	21/ 359	266/ 5.9	5.4	---	157				WXLT-F
	KDEA-F	(EZ)	15/ 2.3	3.5	2.5	3.3	2.6	2.9	58/ 732	215/ 4.8	5.5	4.0	48				KDEA-F
12.	WTKL	(EZ/MOR)	10/ 1.5	1.0	1.1	2.1	2.4	1.4	10/ 166	166/ 3.7	3.6	5.9	40				WTKL
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 77.43% (470 of 607) (SUM 87: 70.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGGZ-F	1. KQXL-F	1. KQXL-F<	1. KQXL-F	1. WYNK-F+	1. WYNK-F+>>	1. WYNK-F+	1. WYNK-F+	1. KQKL-F	1. KQKL-F>>	1. WXOK
2. KQXL-F	2. WXOK	2. WYNK-F+	WYNK-F+	2. KQXL-F	2. WKJN-F	2. KQXL-F<	2. WXOK	2. WYNK-F+	2. WXOK	2. KQXL-F>
3. WFMF-F	3. WFMF-F	3. WXOK	3. WXOK	3. WXOK	3. WXOK	3. WXOK	3. WGGZ-F	3. WFMF-F	3. WGGZ-F>	WYNK-F
WXOK	4. WYNK-F+	4. WFMF-F	4. WTGE-F+	4. WTGE-F+	4. KQXL-F	4. WFMF-F	4. WFMF-F	4. WGGZ-F	4. WFMF-F	4. WGGZ-F
5.	5. WTGE-F+	5. WGGZ-F	5. WGGZ-F	5. WGGZ-F	5.	5. WGGZ-F	5. WTGE-F+	5. WXOK	5. WKJN-F	5.
	6. WCKW-F	6. WTGE-F+	6. WFMK-F	WKJN-F		6. WKJN-F	6. KQKL-F			
			WKJN-F	7. WFMF-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WFMF-F	1. KQXL-F	1. KQXL-F	1. KQXL-F	1. KQXL-F
2. KQXL-F	2. WXOK-F	2. WXOK	2. WXOK <	2. WXOK
3. WXOK	3. WFMF-F	3. WGGZ-F	3. WYNK-F+	WYNK-F+>
4. WYNK-F+>	4. WGGZ-F	4. WTGE-F+	4. WFMF-F	4. WTGE-F+
5. WGGZ-F	5. WYNK-F+	5. WFMF-F>	5. WGGZ-F	5. WGGZ-F
	6. WTGE-F+	6. WYNK-F+	6. WTGE-F+	6. WFMF-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WXOK	1. KQKL-F	1. KQXL-F>	1. WYNK-F+	1. WYNK-F+
2. KQXL-F	2. WYNK-F+	2. WYNK-F+	2. KQXL-F	2. KQXL-F
WFMF-F	3. WXOK	3. WTGE-F+	3. WXOK	3. WTGE-F+
4. WGGZ-F	4. WFMF-F	WCKW-F	4. WFMF-F	4. WKJN-F
WYNK-F+>	5. WTGE-F+	5. WXOK	WGGZ-F	5. WXOK
6. WTGE-F+	6. WGGZ-F	6. WFMF-F	WTGE-F+	6. WCKW-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIBR	1300	Baton Rouge	.9/3.7
WLUX	1550	Baton Rouge	1.1/4.0
WQCK-F	92.7	Clinton	.8/2.8
WQUE-F	93.3	New Orleans	.9/3.3
WWL	870	New Orleans	.8/2.3
WYLD-F	98.5	New Orleans	.9/2.2

RADIO STATIONS

WIBR, 1300, 5 KW/1 KW (DA-N)	, OLDIES	,$ 20.00	(Katz)		
WJBO, 1150, 5 KW (DA-1)	, TALK	CBS,NBC-T,$ 23.00	(HNWH)		
WLUX, 1550, 5 KW (DAYS)	, RELIGION	UPI,$ 10.00	(---)	Swaggert	
WTKL, 1260, 1 KW (DAYS)	, EZ/MOR	NBN,ABC-C,$ 13.00	(---)		
WXOK, 1460, 5 KW/1 KW (DA-N)	, BLACK	NBC,$ 31.00	(Torbet)		
WFMF-F, 102.5, 100 KW @ 560, CHR		,$ 62.00	(HNWH)		
WGGZ-F, 98.1, 100 KW @ 1550, CHR		ABC-C,CBS-R,$ 60.00	(Katz)		
WTGE-F, 100.7, 100 KW @ 690, AOR/CHR		,$ 43.00	(Christal)		
WYNK-F, 101.5, 100 KW @ 1283, COUNTRY		ABC-E,$ 71.00	(Katz)	Narragansett	
KQXL-F, 106.3, 3 KW @ 300, BLACK		SBN,ABC-F,$ 33.00	(K & P)		(NEW ROADS)
WKJN-F, 103.3, 100 KW @ 1045, COUNTRY		,$ 47.00	(Torbet)		(HAMMOND)
WXLT-F, 94.1, 100 KW @ ?? , OLDIES		,$ NA	(Southern)		(MACOMB, MS)

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BIRMINGHAM

Arbitron Rank/Pop (12+): 51/763,100

MSA Rank/Pop: 56/927,000
ADI # 49

Average Person Ratings: 16.1
Market TSL: 21.75 hours

Stations: 26/22
Diaries: 1317/579:1/53.2%
Sample Target: 1080
% Below Line: 3.0
% Not Listed: 6.8

1987 Revenue: $23,000,000
HH Inc.: $27,914
Retail $: 5.1 Bil
Pop per Station: 34,686
#1 Biller: WZZK A/F $5,500,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WZZK A/F	(C) 178/14.5	14.8	16.6	17.1	18.0	15.8	58/ 987	400/ 5.2	27.9	29.4	123				WZZK A/F
2.	WAPI-F	(CHR) 144/11.7	9.8	9.1	10.1	11.0	10.2	244/3379	2063/27.0	23.1	23.9	79				WAPI-F
3.	WMJJ-F	(AC) 137/11.2	13.8	11.6	10.9	8.0	11.9	176/2118	1575/20.6	24.3	20.4	137				WMJJ-F
4.	WENN-F	(B) 123/10.0	10.9	10.7	9.2	9.8	10.2	148/1622	1296/17.0	16.8	18.1	99				WENN-F
5.	WKXX-F	(U/CHR) 122/ 9.9	10.0	10.8	9.9	12.6	10.2	155/2092	1596/20.9	19.8	23.3	74				WKXX-F
6.	WERC	(N/T) 68/ 5.5	5.6	4.7	5.9	4.6	5.4	70/ 937	381/11.5	10.6	10.5	84				WERC
7.	WATV	(B) 61/ 5.0	4.1	5.5	3.5	3.9	4.5	61/ 714	714/ 9.4	7.9	8.3	110				WATV
8.	WLTB-F	(AC) 51/ 4.2	3.8	4.2	3.9	3.9	4.0	73/1099	858/11.2	11.7	10.0	138				WLTB-F
9.	WAPI	(BB) 44/ 3.6	2.7	3.2	5.3	4.1	3.7	62/ 717	586/ 7.7	7.8	8.0	31				WAPI
10.	WJLD	(B) 36/ 2.9	2.6	2.8	2.4	1.9	2.7	37/ 500	478/ 6.3	6.8	5.5	107				WJLD
11.	WAGG	(R/G) 29/ 2.4	3.3	3.6	3.9	5.1	3.3	31/ 362	356/ 4.7	4.5	6.9	83				WAGG
	WDJC-F	(R/G) 29/ 2.4	2.4	2.4	1.6	2.6	2.2	49/1123	614/ 8.0	7.8	7.9	133				WDJC-F

12+ FM SHARE (METRO): 71.15% (814 of 1144) (SUM 87: 72.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPI-F>>	1. WMJJ-F	1. WMJJ-F	1. WMJJ-F	1. WZZK-F+	1. WZZK-F+>	1. WZZK-F+	1. WZZK-F+	1. WZZK-F+>	1. WENN-F>	1. WZZK-F
2. WENN-F	2. WAPI-F<	2. WZZK-F+	WZZK-F+	2. WMJJ-F	2. WATV >	2. WAPI-F	2. WMJJ-F	2. WAPI-F	2. WKXX-F	2. WERC
WKXX-F	3. WKXX-F	3. WAPI-F	3. WENN-F<	3. WENN-F	3. WMJJ-F	3. WERC	3. WAPI-F	WMJJ-F	3. WAPI-F	3. WENN-F<
4.	4. WENN-F>	4. WKXX-F	4. WAPI-F	4. WAPI-F	4. WAPI-F<	WMJJ-F	4. WKXX-F	4. WKXX-F	4. WZZK-F+	4. WMJJ-F<
5.	5. WZZK-F+	5. WENN-F	5. WKXX-F	5. WKXX-F	5. WENN-F	5. WKXX-F	5. WENN-F	5. WENN-F	5. WMJJ-F	5. WAPI-F
					6. WERC					WKXX-F
					WVOK					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKXX-F	1. WKXX-F	1. WMJJ-F>	1. WZZK-F+<	1. WZZK-F+>	1. WKXX-F	1. WMJJ-F	1. WMJJ-F	1. WMJJ-F	1. WMJJ-F<
2. WAPI-F>>	2. WAPI-F	2. WENN-F	2. WMJJ-F	2. WMJJ-F>	2. WAPI-F	2. WAPI-F	2. WAPI-F	2. WZZK-F+	2. WZZK-F+>
3. WMJJ-F	WMJJ-F<	3. WAPI-F	3. WKXX-F	3. WENN-F	3. WMJJ-F	3. WENN-F	3. WENN-F	3. WAPI-F	3. WENN-F<
4. WENN-F>	4. WENN-F>>	4. WKXX-F	4. WAPI-F	4. WAPI-F	4. WENN-F>	4. WKXX-F>	4. WZZK-F+	4. WENN-F	4. WAPI-F
5. WZZK-F+	5. WZZK-F	5. WZZK-F+	5. WENN-F	5. WKXX-F	5. WZZK-F+	5. WZZK-F+	5. WKXX-F>>	5. WKXX-F	5. WKXX-F
	6. WATV	6. WLTB-F					6. WERC		6. WLTB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARF	1240	Jasper	.8/1.1
WFFN-F	92.9	Cordova	.4/ .9
WAYE	1220	Birmingham	1.9/2.9
WCRL	1570	Oneonta	.3/ .7
WCRT	1260	Birmingham	1.1/2.7
WFHK	1430	Pell City	.3/ .6
WKLD-F	97.7	Oneonta	.3/1.4
WVOK	690	Birmingham	1.4/6.3
WYDE	850	Birmingham	.5/2.5
WQEN-F	103.7	Gadsden	.6/2.7
WRSA-F	96.9	Decatur	.6/1.5
WZBQ-F	102.5	Jasper	1.6/5.2

RADIO STATIONS

WAGG, 1320, 5 KW (DAYS)	, GOSPEL	NBN,$ 30.00	(HNWH)	
WAPI, 1070, 50 KW/5 KW (DA-N)	, NOSTALGIA	NBC,$ 29.00	(Christal)	Dittman
WATV, 900, 1 KW/165 W	, BLACK	ABC-E,$ 30.00	(Roslin)	
WAYE, 1220, 1 KW/75 W	, GOSPEL	,$ 15.00	(---)	Willis
WCRT, 1260, 5 KW/41 W	, OLDIES	CNN,Trans,$ 16.00	(---)	
WERC, 960, 5 KW (DA-N)	, NEWS/TALK	,$ 44.00	(Mc-Guild)	Sun Group
WJLD, 1400, 1 KW	, BLACK	MBS,SBN,$ 22.00	(---)	
WVOK, 690, 50 KW/30 W	, COUNTRY	CBS,$ 16.00	(Eastman)	Signature
WYDE, 850, 50 KW/1 KW (DA-2)	, RELIGION	,$ 15.00	(---)	
WAPI-F, 94.5, 100 KW @ 1214,	CHR/AOR	ABC-C,$ 75.00	(Christal)	Dittman
WDJC-F, 93.7, 100 KW @ 984,	RELIGION	,$ 22.00	(---)	Crawford
WENN-F, 107.7, 100 KW @ 640,	BLACK	NBN,$ 60.00	(HNW)	
WKXX-F, 106.9, 100 KW @ 1114,	URBAN/CHR	ABC-D,$ 55.00	(Mc-Guild)	Sun Group
WLTB-F, 99.5, 100 KW @ 870,	SOFT AC	,$ 41.00	(Eastman)	Signature
WMJJ-F, 96.5, 100 KW @ 892,	AC	,$ 95.00	(Banner)	Capitol-Johnson
WZZK-F, 104.7, 100 KW @ 1300,	COUNTRY	,$130.00	(Katz)	New City

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BOSTON

Arbitron Rank/Pop (12+): 7/3,193,900

MSA Rank/Pop: 6/3,730,000
ADI # 6

Average Person Ratings: 18.0
Market TSL: 23.75 hours

Stations: 36/30
Diaries: 2286/1393:1/39.6%
Sample Target: 2170
% Below Line: 4.8
% Not Listed: 11.7

1987 Revenue: $104,300,000
HH Inc.: $41,506
Retail $: 31.8 Bil
Pop per Station: 106,127
#1 Biller: WBCN-F $16,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WXKS-F (CHR)	409/7.1	8.6	6.5	7.0	8.1	7.3	473/7214	5876/18.5	20.8	18.6	86				WXKS-F
2. WRKO (T)	406/7.1	7.7	6.7	6.9	6.4	7.1	512/6293	5149/16.2	17.3	14.9	72				WRKO
3. WBZ (MOR)	367/6.4	6.6	7.1	7.3	7.1	6.9	491/5662	4693/14.7	16.2	17.6	70				WBZ
4. WZOU-F (CHR)	353/6.1	5.8	5.4	5.2	4.3	5.6	495/7161	5180/16.3	16.3	12.1	51				WZOU-F
5. WBCN-F (AOR)	344/6.0	6.6	7.2	7.7	7.3	6.8	426/5909	4992/15.7	15.1	19.6	113				WBCN-F
WJIB-F (EZ)	344/5.0	4.9	6.1	6.1	6.3	5.7	384/4487	3723/11.7	11.1	13.9	72				WJIB-F
7. WEEI (N)	246/4.3	4.2	4.1	4.1	4.9	4.5	264/4787	4305/13.5	16.8	14.7	60				WEEI
8. WODS-F (O)	231/4.0	4.5	4.8	4.8	1.5	4.1	398/6553	3936/12.4	12.5	5.6	150				WODS-F
WSSH-F (AC)	231/4.0	4.3	4.3	4.3	4.4	4.3	337/4648	3232/10.3	10.1	11.7	138				WSSH-F
10. WHDH (T)	225/3.9	4.4	5.8	5.8	4.6	4.8	239/4168	3803/11.9	11.9	13.6	82				WHDH
11. WZLX-F (AOR)	223/3.9	2.5	3.4	3.4	4.0	3.6	307/4522	3355/10.5	9.2	11.5	151				WZLX-F
12. WMJX-F (AC)	221/3.8	3.5	3.0	3.0	2.9	3.3	249/4238	3583/11.3	9.9	10.8	145				WMJX-F
13. WROR-F (AC)	174/3.0	3.6	3.5	3.5	4.2	3.3	244/4585	3205/10.1	11.0	14.0	160				WROR-F
14. WVBF-F (AC)	155/2.7	2.6	2.6	2.6	2.7	2.7	194/2783	2321/ 7.3	7.0	7.9	173				WVBF-F
15. WILD (B)	132/2.3	2.4	1.6	1.6	2.8	2.3	132/1018	1012/ 3.2	3.5	4.0	117				WILD
16. WAAF-F (AOR)	124/2.2	1.6	1.9	1.9	1.9	1.9	291/4703	2382/ 7.5	8.6	7.6	59				WAAF-F
17. WBOS-F (C)	121/2.1	3.3	2.1	2.1	1.9	2.5	187/2816	1681/ 5.3	8.3	5.5	148				WBOS-F
18. WCGY-F (AOR)	117/2.0	1.4	.9	.9	.4	1.3	190/2836	1685/ 5.3	4.3	2.1	65				WCGY-F
19. WPLM-F (3B)	76/1.3	1.2	1.2	1.2	1.6	1.1	108/1883	1165/ 3.7	3.5	3.9	62				WPLM-F
20. WCRB-F (CL)	74/1.3	1.3	1.8	1.8	1.8	1.5	114/2356	1565/ 4.9	4.4	5.0	100				WCRB-F
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 67.28% (3411 of 5070) (SUM 87: 64.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZOU-F>>	1. WBCN-F	1. WBCN-F<	1. WBCN-F	1. WBCN-F	1. WBZ <	1. WBZ	1. WJIB-F	1. WRKO	1. WBZ	1. WBZ >>
2. WXKS-F>>	2. WXKS-F>	2. WXKS-F>	2. WXKS-F<	2. WXKS-F<	2. WRKO	2. WXKS-F	2. WBCN-F	2. WBCN-F	WRKO	2. WHDH >>
3. WODS-F	3. WZLX-F	3. WZLX-F	3. WZLX-F<	3. WODS-F<	3. WJIB-F	3. WEEI	3. WRKO	3. WXKS-F	3. WZOU-F	3. WEEI
4. WILD	4. WZOU-F	4. WMJX-F	4. WODS-F	4. WZLX-F	4. WEEI <	4. WRKO <	4. WXKS-F	4. WJIB-F	4. WHDH <	4. WRKO
5. WHOB-F	5. WMJX-F	5. WODS-F	5. WMJX-F	5. WMJX-F	5. WHDH	5. WBCN-F	WZOU-F	WZOU-F	5. WXKS-F	5. WXKS-F<
6. WCGY-F	6. WAAF-F	WZOU-F	6. WVBF-F	WSSH-F	6. WSSH-F	6. WHDH	6. WSSH-F	6. WSSH-F	6. WBCN-F	6. WJIB-F
7. WBCN-F	7. WCGY-F	7. WSSH-F	7. WROR-F	7. WRKO	7. WODS-F	7. WJIB	7. WMJX-F	7. WODS-F	7. WJIB-F	7. WMJX-F<
8. WAAF-F	8. WVBF-F<	8. WROR-F	WSSH-F	8. WROR-F	8. WROR	8. WZOU-F<	8. WZLX-F<	WZLX-F	8. WMJX-F	8. WBCN-F
9. WROR-F	9. WILD	9. WVBF-F	9. WRKO-F	WVBF-F	9. WMJX-F	9. WROR-F	9. WODS-F	9. WMJX-F	9. WAAF-F<	9. WZOU-F
10. WFNX-F	WODS-F	10. WAAF-F	10. WBZ	10. WBZ	10. WBOS-F	10. WVBF-F	10. WBZ	10. WBZ	10. WODS-F	10.
					WXKS-F			WEEI		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WXKS-F>>	1. WXKS-F>>	1. WXKS-F	1. WXKS-F>	1. WXKS-F<
2. WZOU-F	2. WBCN-F	2. WVBF-F	2. WMJX-F	2. WSSH-F
3. WBCN-F	3. WZOU-F<	3. WBCN-F	3. WSSH-F	3. WMJX-F
4. WMJX-F	4. WMJX-F	4. WMJX-F	WZOU-F<	4. WVBF-F
5. WILD	5. WVBF-F	5. WZLX-F	5. WBCN-F	5. WODS-F
6. WSSH-F	6. WSSH-F>	6. WSSH-F	6. WVBF-F	6. WBZ <
7. WCGY-F	7. WZLX-F	7. WZOU-F	7. WODS-F	7. WJIB-F<
8. WZLX-F	8. WILD	8. WODS-F	8. WROR-F	8. WROR-F
9. WODS-F	9. WODS-F	9. WROR-F	9. WZLX-F	9. WBCN-F
WAAF-F	10. WROR-F	10. WILD	10. WBZ	10. WZOU-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBCN-F>	1. WBCN-F>	1. WBCN-F>	1. WBCN-F>	1. WBCN-F
2. WAAF-F	2. WZLX-F	2. WZLX-F>	2. WZLX-F	2. WZLX-F
3. WZOU-F	3. WAAF-F<	3. WXKS-F	3. WXKS-F	3. WODS-F
4. WCGY-F	4. WXKS-F	4. WMJX-F	4. WODS-F	WRKO
5. WXKS-F	5. WCGY-F	WODS-F	5. WRKO	5. WROR-F
6. WZLX-F	6. WZOU-F	WRKO	WAAF-F	6. WXKS-F
7. WRKO	7. WRKO	7. WFNX-F	7. WZOU-F	7. WMJX-F
8. WMJX-F	8. WMJX-F	8. WCGY-F	8. WCGY-F	8. WEEI
9. WLYT-F	9. WFNX-F	WILD	9. WROR-F	9. WSSH-F<
10. WROR-F	10. WODS-F	WAAF-F	10. WMJX-F	10. WBZ

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCAP	980	Lowell	.5/1.5
WCCM	800	Lawrence	.6/1.0
WDLW	1330	Boston	.3/ .8
WESX	250	Salem	.5/1.3
WFNX-F	101.7	Lynn	1.2/4.1
WJDA	1300	Quincy	.5/1.0
WLYT-F	92.5	Haverhill	.4/1.2
WMEX	1150	Boston	.7/1.7
WROL	950	Boston	.6/2.1
WSSH	1510	Boston	.2/1.1
WXKS	1430	Everett	1.0/2.6
WHOB-F	106.3	Nashua	.5/1.2
WOKQ-F	97.5	Dover	.3/ .9
WXLO-F	104.5	Fitchburg	.3/1.5
WHJY-F	94.1	Providence	.6/2.4
WPRO-F	92.3	Providence	.3/1.4

RADIO STATIONS

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, MOR	ABC-I,$240.00	(Group W)	Westinghouse	
WEEI, 590, 5 KW (DA-1)	, NEWS	CBS,$105.00	(CBS)		
WEZE, 1260, 5 KW (DA-N)	, RELIGION	,$ 20.00	(---)		
WHDH, 850, 50 KW (DA-2)	, TALK	,$195.00	(Durpetti)	Sconnix	
WILD, 1090, 5 KW (DAYS)	, BLACK	SBN,$ 40.00	(Roslin)		
WKOX, 1200, 10 KW/1 KW (DA-2)	, MOR	,$ 30.00	(---)	Fairbanks	
WMEX, 1150, 5 KW (DA-2)	, OLDIES	ABC-E,$ 37.00	(Mc-Guild)	Greater Media	
WRKO, 680, 50 KW (DA-2)	, TALK	MBS,US 2,$170.00	(Republic)	RKO	
WROL, 950, 5 KW (DAYS)	, RELIGION	,$ 20.00	(---)		
WSSH, 1510, 50 KW/5 KW (DA-2)	, SOFT AC	Trans,$ NA	(HNWH)	Noble	
WUNR, 1600, 5 KW (DA-1)	, ETHNIC	,$ 22.00	(Caballero)		
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	,$ 45.00	(MMR)	Pyramid	

FM STATIONS

WBCN, 104.1, 19 KW @ 742,	AOR	,$350.00	(Torbet)	Infinity	
WBOS, 92.9, 17 KW @ 860,	COUNTRY	ABC-D,$128.00	(Durpetti)	Sconnix	
WCRB, 102.5, 11 KW @ 920,	CLASSICAL	,$ 95.00	(---)		
WCGY, 93.7, 50 KW @ 430,	CLASSIC ROCK	,$ 65.00	(K & P)	Curt Gowdy	
WFNX, 101.7, 3 KW @ 170,	AOR	,$ 60.00	(---)		
WHRB, 95.3, 3 KW @ 110,	CLASS/JAZZ	,$ 25.00	(---)		
WJIB, 96.9, 12 KW @ 1010,	BTFL/EZ	,$160.00	(Mc-Guild)	Emmis	
WMJX, 106.7, 12 KW @ 720,	AC	,$140.00	(Mc-Guild)	Greater Media	
WODS, 103.3, 16 KW @ 890,	OLDIES	CBS-R,$144.00	(CBS)	CBS	
WPLM, 99.1, 50 KW @ 430,	NOSTALGIA	,$ 40.00	(---)		(PLYMOUTH)
WROR, 98.5, 8 KW @ 1191,	AC	US 1,$166.00	(Republic)	RKO	
WSSH, 99.5, 32 KW @ 600,	SOFT AC	,$142.00	(HNWH)	Noble	
WVBF, 105.7, 14 KW @ 954,	AC	,$130.00	(Banner)	Fairbanks	
WXKS, 107.9, 23 KW @ 719,	CHR	,$250.00	(MMR)	Pyramid	
WZLX, 100.7, 50 KW @ 500,	CLASSIC AOR	,$155.00	(Christal)	Cook Inlet	
WZOU, 94.5, 8 KW @ 1050,	CHR	,$152.00	(Eastman)	Ardman	

WAAF - See Worcester

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BUFFALO - NIAGARA FALLS

Arbitron Rank/Pop (12+): 38/999,700

MSA Rank/Pop: Buffalo - 51/951,500
ADI # 38 Niagara Falls - 198/212,400
Average Person Ratings: 16.5
Market TSL: 22.0 hours

Stations: 24/22
Diaries: 1299/770:1/54.3%
Sample Target: 1290
% Below Line: 1.6
% Not Listed: 9.5

1987 Revenue: $25,800,000
HH Inc.: $33,379
Retail $: 6.8 Bil
Pop per Station: 45,441
#1 Biller: WBEN $3,500,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKSE-F (CHR)	186/11.3	10.2	8.6	8.2	7.5	9.6	202/2778	2525/25.3	24.6	18.0	70				WKSE-F
2. WBEN (MOR)	159/ 9.6	8.5	10.0	11.8	8.8	10.0	171/2421	2145/21.5	21.1	22.4	83				WBEN
3. WYRK-F (C)	145/ 8.8	7.7	9.0	7.0	9.0	8.1	186/1865	1497/15.0	15.7	13.7	150				WYRK-F
4. WPHD-F (O)	125/ 7.6	4.7	5.7	5.4	6.2	5.9	126/2097	1964/19.6	16.3	20.0	88				WPHD-F
5. WJYE-F (EZ)	111/ 6.7	6.6	10.4	8.6	9.3	8.1	123/1685	1521/15.2	16.7	18.3	51				WJYE-F
6. WBUF-F (AC)	109/ 6.6	9.3	6.5	6.2	7.7	7.2	135/1902	1572/15.7	17.0	18.0	69				WBUF-F
7. WBLK-F (B)	99/ 6.0	6.3	4.5	6.5	4.3	5.9	104/ 981	954/ 9.5	9.8	9.5	97				WBLK-F
WECK (BB)	99/ 6.0	5.0	5.1	6.3	5.0	5.6	99/1098	1064/10.6	9.0	10.2	40				WECK
9. WMJQ-F (CHR)	94/ 5.7	5.7	3.6	4.7	3.6	4.9	179/3177	1990/19.9	20.7	16.6	114				WMJQ-F
10. WHTT-F (AOR)	90/ 5.5	8.7	7.5	8.0	9.1	7.4	113/2189	2005/20.1	19.4	21.7	151				WHTT-F
11. WGR (MOR)	70/ 4.2	3.1	3.2	4.1	3.8	3.7	92/1528	1257/12.6	12.1	13.5	139				WGR
12. WRLT-F (AOR)	36/ 2.2	4.3	3.6	2.6	4.7	3.2	40/ 837	758/ 7.6	10.8	11.0	155				WRLT-F
13. WBYR-F (AOR)	32/ 1.9	1.8	1.9	1.5	1.7	1.8	40/ 867	637/ 6.4	7.0	7.9	121				WBYR-F
14. WUFO (B/G)	24/ 1.5	1.4	.9	1.4	1.0	1.3	24/ 331	320/ 3.2	2.3	2.7	120				WUFO
15. WWKB (O)	18/ 1.1	3.3	4.1	3.7	3.2	3.1	22/ 675	621/ 6.2	12.0	12.9	91				WWKB

12+ FM SHARE (METRO): 71.25% (1063 of 1492) (SUM 87: 71.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKSE-F>>	1. WPHD-F	1. WPHD-F<	1. WYRK-F<	1. WYRK-F>	1. WBEN	1. WBEN >	1. WKSE-F	1. WKSE-F	1. WKSE-F>	1. WBEN >
2. WBLK-F	2. WKSE-F<	2. WKSE-F	2. WBUF-F	2. WYRK-F	2. WJYE-F	2. WYRK-F<	2. WJYE-F	2. WYRK-F	2. WYRK-F	2. WHTT-F
3. WPHD-F	3. WMJQ-F	3. WBUF-F	3. WHTT-F	3. WHTT-F	3. WECK >	3. WKSE-F	3. WBUF-F<	3. WPHD-F<	3. WPHD-F<	WPHD-F
4. WMJQ-F	4. WHTT-F	4. WYRK-F	WKSE-F	4. WBEN <	4. WPHD-F	4. WBEN	4. WBUF-F	4. WBEN <	4. WYRK-F	
5.	5. WBLK-F	5. WHTT-F	5. WPHD-F	5. WKSE-F	5. WBUF-F	5. WMJQ-F	WECK >	5. WBEN <	5. WBLK-F	5.
	6. WBUF-F	WMJQ-F	6. WMJQ-F	6. WPHD-F	6. WGR	6. WBUF-F	6. WYRK-F	6. WJYE-F	6. WHTT-F	
		7. WBLK-F	7. WBEN	7. WMJQ-F		7. WHTT-F	7. WPHD-F<	7. WBLK-F	7. WWKB	
			WGR	8. WBLK-F		8. WGR	8. WMJQ-F	8. WECK <	8. WJYE-F	
			9. WBLK-F	WGR		WJYE-F	9. WHTT-F	9. WHTT-F	WMJQ-F	
								10. WMJQ-F	10. WBUF-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKSE-F	1. WKSE-F	1. WBUF-F	1. WKSE-F	1. WBUF-F
2. WPHD-F>	2. WPHD-F	WKSE-F	2. WBUF-F>	2. WKSE-F<
3. WBLK-F<	3. WBUF-F<	3. WHTT-F	3. WPHD-F	3. WYRK-F
4. WMJQ-F	WMJQ-F	WPHD-F	4. WBLK-F	4. WBEN
5. WBUF-F	5. WBLK-F	5. WMJQ-F	5. WMJQ-F	5. WBLK-F
6. WHTT-F	6. WHTT-F	6. WBLK-F>	6. WYRK-F	6. WGR
		7. WGR	7. WHTT-F	7. WHTT-F
		8. WBEN	8. WGR	8. WMJQ-F
		WYRK-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPHD-F>>	1. WPHD-F>	1. WPHD-F	1. WPHD-F	1. WYRK-F>
2. WKSE-F	2. WMJQ-F	2. WHTT-F	2. WHTT-F	2. WHTT-F
3. WMJQ-F>	3. WHTT-F	3. WMJQ-F>	3. WYRK	3. WBEN
4. WBLK-F	4. WBLK-F	4. WBLK-F	4. WMJQ-F>	4. WPHD-F
WHTT-F	WYRK-F	5. WKSE-F	5. WKSE-F	5. WMJQ-F
6. WBUF-F	6. WYRK-F	6. WBYR-F	6. WBLK-F	6. WBUF-F
WBYR-F		7. WKSE-F	7. WBUF-F	7. WGR
WYRK-F		WRLT	8. WBEN	8. WBLK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDCX-F	99.5	Buffalo	.7/2.5	WLVL	1340	Lockport	.4/1.3
WGKT	1400	Buffalo	.6/2.2	WXRL	1300	Lancaster	1.0/1.6
WHLD	1270	Niagara Falls	.3/2.2				
WHTT	1120	Buffalo	.8/3.0	CFNY-F	102.1	Brampton	1.0/2.7
WJJL	1440	Niagara Falls	.5/1.7	CILO-F	107.1	Toronto	.4/1.6

RADIO STATIONS

WBEN, 930, 5 KW (DA-N)	, MOR	NBC,$ 80.00	(Eastman)	
WECK, 1230, 1 KW	, NOSTALGIA	CBS,$ 41.00	(Roslin)	
WGR , 550, 5 KW (DA-N)	, MOR/AC	ABC-E,$ 45.00	(Katz)	
WHTT, 1120, 1 KW (DAYS)	, CLASSIC AOR	,$ NA	(MMR)	Pyramid
WUFO, 1080, 1 KW (DAYS)	, BLACK/GOSPEL	SBN,$ 16.00	(---)	Sheridan
WWKB, 1520, 50 KW (DA-1)	, OLDIES	ABC-D,$ 45.00	(HNWH)	Price
WXRL, 1300, 1 KW/2.5 KW (DA-2)	, COUNTRY	MBS,$ 18.00	(---)	(LANCASTER)
WBLK-F, 93.7, 50 KW @ 400,	BLACK	CBS-R,$ 44.00	(Durpetti)	
WBUF-F, 92.9, 91 KW @ 580,	AC	,$ 72.00	(Mc-Guild)	Lincoln
WDCX-F, 99.5, 17 KW @ 430,	RELIGION	,$ 21.00	(---)	Crawford
WHTT-F, 104.1, 50 KW @ 500,	CLASSIC AOR	,$ 64.00	(MMR)	Pyramid
WJYE-F, 96.1, 50 KW @ 480,	BTFL/EZ	,$ 70.00	(Christal)	
WKSE-F, 98.5, 46 KW @ 380,	CHR	ABC-R,$ 57.00	(HNWH)	Price
WMJQ-F, 102.5, 110 KW @ 1347,	CHR	ABC-R,$ 51.00	(Eastman)	
WPHD-F, 103.3, 49 KW @ 423,	AOR	CBS-R,$ 49.00	(CBS)	
WGR-F , 96.9, 13 KW @ 890,	AOR	ABC-E,$ 43.00	(Katz)	
WYRK-F, 106.5, 50 KW @ 390,	COUNTRY	,$ 63.00	(Mc-Guild)	Stoner
WBYR-F, 107.7, 14 KW @ 650,	AOR	Source,$ 32.00	(Torbet)	(WETHERSFIELD)

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CHARLOTTE

Arbitron Rank/Pop (12+): 41/895,400

MSA Rank/Pop: 44/1,080,000
ADI # 31
Average Person Ratings: 16.3
Market TSL: 21.75 hours

Stations: 26/20
Diaries: 1159/773:1/50.9%
Sample Target: 1130
% Below Line: 4.7
% Not Listed: 10.9

1987 Revenue: $27,100,000
HH Inc.: $31,563
Retail $: 7.7 Bil
Pop per Station: 44,770
#1 Biller: WEZC-F $4,700,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F (C)	215/14.7	13.7	14.4	12.1	10.8	13.7	358/3913	2253/25.2	26.7	22.0	103				WSOC-F
2. WCKZ-F (U/CHR)	138/ 9.4	9.9	6.6	3.3	3.4	9.3	210/2582	1667/18.6	18.7	9.1	76				WCKZ-F
WPEG-F (B)	138/ 9.4	8.3	10.5	14.2	13.7	10.6	168/1707	1436/16.0	17.1	17.2	110				WPEG-F
4. WRFX-F (AOR)	111/ 7.6	8.6	5.8	8.1	7.7	7.5	177/2278	1512/16.9	16.0	14.7	112				WRFX-F
5. WLVK-F (C)	109/ 7.5	5.9	6.9	5.7	7.3	6.8	198/2063	1161/13.0	12.7	13.3	105				WLVK-F
6. WROQ-F (CHR)	87/ 6.0	5.2	5.1	6.3	8.4	5.7	196/3023	1492/16.7	12.8	18.9	65				WROQ-F
WEZC-F (AC)	87/ 6.0	6.2	7.6	6.2	7.2	6.5	154/2266	1420/15.9	13.7	15.6	132				WEZC-F
8. WBT (MOR)	75/ 5.1	6.7	5.8	7.0	7.1	6.2	97/1566	1196/13.4	13.5	15.7	92				WBT
9. WBCY-F (CHR)	70/ 4.8	5.9	5.9	6.5	5.3	5.8	145/2794	1452/16.2	15.0	16.1	88				WBCY-F
10. WWMG-F (AC)	69/ 4.7	5.8	4.2	5.2	5.1	5.0	111/1603	1048/11.7	10.3	10.7	160				WWMG-F
11. WRLX-F (EZ)	64/ 4.4	3.4	4.1	3.6	.5	3.9	131/1294	798/ 8.9	8.0	.8	95				WRLX-F

12+ FM SHARE (METRO): 89.10% (1161 of 1303) (SUM 87: 85.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WCKZ-F+	1. WRFX-F	1. WSOC-F	1. WSOC-F	1. WSOC-F>	1. WSOC-F>	1. WSOC-F>	1. WSOC-F>	1. WSOC-F>	1. WPEG-F	1. WSOC-F>>
2. WROQ-F	2. WCKZ-F+	2. WRFX-F<	2. WPEG-F	2. WPEG-F	2. WLVK-F	2. WRFX-F<	2. WCKZ-F	2. WCKZ-F	2. WCKZ-F	2. WPEG-F
3. WPEG-F	3. WPEG-F	3. WPEG-F	3. WRFX-F	3. WRFX-F	3. WBT	3. WPEG-F<	3. WRFX-F	3. WLVK-F	3. WSOC-F	3. WLVK-F<
4. WBCY-F	4. WSOC-F	4. WCKZ-F+	4. WEZC-F	4. WEZC-F	4. WRLX-F	4. WBT	4. WLVK-F	4. WRFX-F	4. WROQ-F	4. WRFX-F
5.	5. WROQ-F	5. WEZC-F	5. WLVK-F	WLVK-F	5. WPEG-F<	5. WLVK-F<	5. WEZC-F	5. WPEG-F	5. WBT	5. WROQ-F<
	6. WLVK-F	6. WLVK-F	6. WWMG-F	5. WWMG-F	6. WEZC-F	6. WEZC-F	6. WPEG-F	6. WROQ-F	6. WRFX-F	6. WCKZ-F<
	WWMG-F	WWMG-F	7. WCKZ-F+	7. WCKZ-F+		7. WCKZ-F	7. WROQ-F			WWMG-F
	8. WEZC-F									8. WBT

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WCKZ-F+	1. WPEG-F	1. WPEG-F	1. WSOC-F	1. WSOC-F>
2. WPEG-F	2. WCKZ-F+	2. WSOC-F	2. WPEG-F	2. WEZC-F
3. WBCY-F	3. WSOC-F	3. WEZC-F	3. WEZC-F	3. WPEG-F>
WSOC-F	4. WEZC-F	4. WCKZ-F+	4. WCKZ-F+>	4. WCKZ-F+
5. WROQ-F	5. WRFX-F<	5. WRFX-F	5. WBCY-F<	5. WLVK-F
6. WEZC-F	6. WBCY-F	6. WWMG-F	6. WLVK-F<	6. WWMG-F
WRFX-F		7. WBCY-F	7. WWMG-F	7. WRLX-F
8. WLVK-F		8. WLVK-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRFX-F	1. WRFX-F>	1. WRFX-F>	1. WRFX-F>	1. WSOC-F
2. WCKZ-F+	>2. WCKZ-F+	2. WPEG-F	2. WSOC-F	2. WRFX-F
3. WROQ-F>	3. WPEG-F<	3. WWMG-F	3. WCKZ-F+	3. WPEG-F
4. WSOC-F>	4. WROQ-F	4. WCKZ-F	4. WPEG-F	4. WLVK-F<
5. WPEG-F	5. WSOC-F	5. WLVK-F	5. WWMG-F	5. WWMG-F
6. WBCY-F	6. WWMG-F	6. WSOC-F	6. WLVK-F	6. WCKZ-F+
	7. WLVK-F	7. WROQ-F	WROQ-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAES	610	Charlotte	.1/ .7	WFMX-F	105.7	Statesville	1.0/1.5
WAME	1480	Charlotte	.8/1.1	WXRC-F	95.7	Hickory	.8/3.3
WGIV	1600	Charlotte	1.0/3.9	WKZL-F	107.5	Winston-Salem	.3/ .9
WHVN	1240	Charlotte	.3/2.1	WMIT-F	106.9	Black Mountain	.9/2.6
WIXE	1190	Monroe	1.3/1.3	WOJY-F	100.3	High Point	.3/1.3
WQCC	1540	Charlotte	.5/1.3	WSPA-F	98.9	Spartanburg	.8/2.0
WRDX-F	106.5	Salisbury	.8/2.9				
WSOC	930	Charlotte	.4/1.6				

RADIO STATIONS

WAES, 610, 5 KW/1 KW (DA-2)	, OLDIES	,$ NA	(Republic)	Adams
WAME, 1480, 5 KW (DA-2)	, RELIGION	,$ 15.00	(---)	Swaggert
WBT , 1110, 50 KW (DA-N)	, MOR/AC	MBS,NBC,$ 80.00	(Banner)	Jeff-Pilot
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN,$ 26.00	(HNWH)	
WGSP, 1310, 1 KW (DAYS,DA)	, ? ?	,$ 16.00	(---)	
WHVN, 1240, 1 KW (DA-1)	, RELIGION	NBC,ABC-I,$ NA	(---)	Buck
WQCC, 1540, 1 KW (DAYS)	, GOSPEL	,$ NA	(Savalli)	
WSOC, 930, 5 KW/1 KW (DA-N)	, COUNTRY	,$ NA	(Christal)	Cox
WBCY-F, 107.9, 97 KW @ 970, CHR		,$ 71.00	(Banner)	Jeff-Pilot
WEZC-F, 104.7, 100 KW @ 1230, AC		,$109.00	(MMR)	EZ
WLVK-F, 96.9, 100 KW @ 1554, COUNTRY		ABC-I,$ 65.00	(Torbet)	Capitol-Johnson
WROQ-F, 95.1, 100 KW @ 570, CHR		US 1,$ 60.00	(Republic)	Adams
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY		,$120.00	(Christal)	Cox
WCKZ-F, 101.9, 100 KW @ 870, URBAN/CHR		US 2,$ 50.00	(Durpetti)	Beasley
WPEG-F, 97.9, 50 KW @ 390, BLACK		CBS-R,$ 70.00	(HNWH)	Broadcast Partners (CONCORD)
WRFX-F, 99.7, 100 KW @ 1044, AOR		,$ 56.00	(Mc-Guild)	Metroplex (KANNAPOLIS)
WWMG-F, 96.1, 100 KW @ 1745, AC/OLDIES		,$ 45.00	(Katz)	Voyager (SHELBY)
WXRC-F, 95.7, 100 KW @ 1275, AOR		ABC-R,$ 30.00	(Southern)	(HICKORY)
WRLX-F, 102.9, 31 KW @ 1535, BTFL/EZ		,$ 28.00	(CBS)	Keymarket (HICKORY)

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CHATTANOOGA

Arbitron Rank/Pop (12+): 96/356,800

MSA Rank/Pop: 109/433,000
ADI # 80
Average Person Ratings: 14.3
Market TSL: 19.5 hours

Stations: 15/14
Diaries: 949/376:1/56.4%
Sample Target: 760
% Below Line: 0.4
% Not Listed: 11.8

1987 Revenue: $11,200,000
HH Inc.: $27,241
Retail $: 2.9 Bil
Pop per Station: 25,486
#1 Biller: WSKZ-F, WUSY-F $2,100,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSKZ-F (CHR)	102/20.0	18.4	16.0	19.2	18.8	18.4	172/2072	1065/29.8	33.4	33.9	67				WSKZ-F
2. WUSY-F (C)	54/10.6	13.5	14.2	11.6	14.2	12.5	101/1438	691/19.4	23.0	21.1	133				WUSY-F
3. WDEF-F (EZ)	53/10.4	10.8	11.0	10.3	10.7	10.6	69/ 944	742/20.8	20.8	24.6	92				WDEF-F
4. WJTT-F (B)	48/ 9.4	8.4	7.9	4.6	6.0	7.6	56/ 574	477/13.4	11.4	11.9	122				WJTT-F
5. WDOD-F (C)	47/ 9.2	10.3	9.4	8.0	8.2	9.2	67/ 918	575/16.1	18.1	19.5	109				WDOD-F
6. WLMX-F (AC)	40/ 7.9	7.6	9.7	14.3	10.6	9.9	40/ 723	707/19.8	19.1	22.4	151				WLMX-F
7. WNOO (B/G)	24/ 4.7	4.2	2.5	5.5	3.8	4.2	24/ 275	275/ 7.7	6.8	5.3	94				WNOO
8. WDEF (MOR)	21/ 4.1	4.2	6.1	3.6	5.5	4.5	21/ 353	337/ 9.4	9.4	9.5	63				WDEF
9. WDOD (C)	18/ 3.5	2.0	3.1	2.3	2.0	2.7	19/ 277	263/ 7.4	7.1	7.8	31				WDOD
10. WYVY-F (AC/U)	17/ 3.3	5.1	3.6	3.5	4.2	3.9	18/ 432	324/ 9.1	11.5	7.4	133				WYVY-F
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 80.85% (363 of 449) (SUM 87: 82.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WSKZ-F>>	1. WSKZ-F>>	1. WSKZ-F>>	1. WSKZ-F	1. WUSY-F	1. WDEF-F	1. WDEF-F	1. WSKZ-F>	1. WSKZ-F>>	1. WSKZ-F>>	1. WSKX-F
2. WJTT-F>>	2. WJTT-F>	2. WUSY-F	2. WUSY-F	2. WSKZ-F	2. WUSY-F	2. WSKZ-F>	2. WDEF-F	2. WJTT-F	2. WJTT-F>	2. WUSY-F
3.	3. WLMX-F	3. WLMX-F	3. WLMX-F	3. WLMX-F	3. WDOD-F>	3. WUSY-F	3. WUSY-F	WUSY-F	3. WUSY-F	3. WJTT-F
4.	4. WDOD-F	4. WJTT-F	4. WJTT-F>	4. WJTT-F	4. WDEF-F	4. WDOD-F	4. WLMX-F	4. WDOD-F	4. WDOD-F	4. WDEF
5.	WUSY-F	5. WDOD-F	5. WDOD-F	5. WDOD-F	5. WDOD	5. WLMX-F	5. WDOD-F	5. WLMX-F<	5. WDEF-F	5.
	6. WYVY-F		6. WDEF-F	6. WDEF-F	WNOO		6. WJTT-F	6. WDEF-F	6. WDEF	
							7. WDOD		7. WLMX-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WSKZ-F>>	1. WSKZ-F	1. WJTT-F	1. WSKZ-F>	1. WUSY-F
2. WJTT-F	2. WJTT-F>	2. WSKZ-F>	2. WUSY-F	2. WSKZ-F
3. WDEF-F	3. WLMX-F	3. WLMX-F>	3. WJTT-F>	3. WLMX-F
WDOD-F	4. WDOD-F	WLMX-F	4. WJTT-F	
WLMX-F	WYVY-F	WUSY-F	5. WDOD-F	5. WDEF-F
WYVY-F	6. WUSY-F	WYVY-F	6. WDEF-F	WDOD-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WSKZ-F>>	1. WSKZ-F>>	1. WSKZ-F	1. WSKZ-F>>	1. WSKZ-F
2. WDOD-F>	2. WJTT-F	2. WJTT-F>	2. WLMX-F	2. WUSY-F
3. WLMX-F	WLMX-F	3. WLMX-F>>	3. WUSY-F	3. WJTT-F
WUSY-F	4. WUSY-F	4. WUSY-F	4. WDOD-F	WLMX-F
5. WKLS-F	5. WDOD-F	5. WYVY-F	WJTT-F	5. WDOD-F
				6. WDEF-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDXB	1490	Chattanooga	1.6/3.2
WEPG	910	S. Pittsburg	.8/1.1
WGOW	1150	Chattanooga	1.4/4.7
WQCH	1590	Lafayette	.8/2.0
WKLS-F	96.1	Atlanta	.4/1.1

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS,NBC,$ 35.00	(Katz)	Park
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC-E,$ 24.00	(Banner)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC-I,$ 12.00	(---)	
WGOW, 1150, 5 KW/1 KW (DA-N)	, AC	,$ 25.00	(Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN,$ 15.00	(K & P)	
WDEF-F, 92.3, 100 KW @ 895, BTFL/EZ		ABC-D,$ 46.00	(Katz)	Park
WDOD-F, 96.5, 100 KW @ 1080, COUNTRY		ABC-E,$ 48.00	(Banner)	Bahakel
WJTT-F, 94.3, 3 KW @ 300, BLACK		CBS-R,$ 30.00	(HNWH)	
WLMX-F, 105.5, 3 KW @ 300, AC		,$ 52.00	(Republic)	(ROSSVILLE, GA)
WSKZ-F, 106.5, 100 KW @ 1076, CHR		,$ 78.00	(Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 500, COUNTRY		MBS,$ 55.00	(Mc-Guild)	Colonial (CLEVELAND)
WYVY-F, 102.3, 3 KW @ 285, OLDIES/URBAN		,$ 26.00	(K & P)	

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CHICAGO

Arbitron Rank/Pop (12+): 3/6,692,400

MSA Rank/Pop: 3/8,140,000
ADI # 3
Average Person Ratings: 18.2
Market TSL: 24.25 hours

Stations: 36/36
Diaries: 3402/1967:1/50.5%
Sample Target: 3120
% Below Line: 0
% Not Listed: 10.5

1987 Revenue: $192,000,000
HH Inc.: $38,507
Retail $: 51.2 Bil
Pop per Station: 185,900
#1 Biller: WGN $31,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGN	(T)	1217/10.0	9.0	9.2	8.0	9.7	9.1	1452/17323	13715/20.5	19.8	21.0	61				WGN
2. WGCI-F	(B/U)	932/ 7.7	9.2	9.2	8.0	8.2	8.5	934/ 9759	9696/14.5	15.5	16.8	101				WGCI-F
3. WBBM	(N)	650/ 5.4	5.7	6.3	6.3	6.3	5.9	724/13561	11666/17.4	18.0	18.3	74				WBBM
4. WXEZ A/F	(EZ)	644/ 5.3	4.9	5.0	5.6	5.6	5.2	667/ 7539	7283/10.9	10.8	12.0	74				WXEZ A/F
5. WLUP-F	(AOR)	543/ 4.5	5.0	4.1	4.5	3.6	4.5	555/ 8593	8339/12.5	13.2	11.5	107				WLUP-F
6. WYTZ-F	(CHR)	491/ 4.0	3.5	3.8	3.9	3.5	3.8	519/ 9273	8708/13.0	12.3	12.7	58				WYTZ-F
7. WBMX-F	(B/U)	468/ 3.9	3.0	4.3	4.5	5.1	3.9	472/ 7647	7539/11.3	10.4	14.4	90				WBMX-F
8. WCKG-F	(AOR)	463/ 3.8	4.4	2.6	3.4	3.7	3.6	494/ 7262	6761/10.1	11.6	9.0	100				WCKG-F
9. WJMK-F	(O)	451/ 3.7	3.7	3.4	2.7	2.9	3.4	484/ 8251	7637/11.4	10.8	8.8	141				WJMK-F
10. WBBM-F	(CHR)	391/ 3.2	3.7	4.2	3.9	4.1	3.8	398/ 9812	9516/14.2	14.9	15.9	69				WBBM-F
11. WKQX-F	(AC)	380/ 3.1	3.0	2.0	2.5	2.9	2.7	384/ 8228	8063/12.0	10.8	11.4	126				WKQX-F
12. WLAK-F	(AC)	373/ 3.1	4.1	3.5	3.7	3.3	3.6	376/ 5995	5916/ 8.8	10.0	10.3	132				WLAK-F
13. WLUP	(T)	354/ 2.9	2.3	2.6	2.1	1.9	2.5	378/ 4349	3946/ 5.9	6.1	5.5	169				WLUP
14. WCLR-F	(AC)	330/ 2.7	3.4	3.4	3.0	2.7	3.1	335/ 5670	5554/ 8.3	9.5	9.1	156				WCLR-F
15. WUSN-F	(C)	290/ 2.4	2.8	2.6	2.6	2.6	2.6	315/ 4942	4575/ 6.8	6.9	6.7	133				WUSN-F
16. WFYR-F	(AC/O)	289/ 2.4	2.1	2.2	2.0	2.9	2.2	301/ 5856	5496/ 8.2	8.9	9.9	154				WFYR-F
17. WXRT-F	(AOR)	274/ 2.3	2.5	2.2	2.5	2.4	2.4	286/ 3878	3742/ 5.6	6.1	5.8	139				WXRT-F
18. WNUA-F	(J/NA)	253/ 2.1	1.8	1.5	1.8	1.2	1.8	255/ 3923	3879/ 5.8	5.7	4.9	162				WNUA-F
19. WVON	(B/U)	244/ 2.0	1.5	2.0	1.6	1.2	1.8	244/ 1540	1540/ 2.3	1.3	1.7	90				WVON
20. WLS	(AC)	235/ 1.9	1.7	1.7	1.8	2.2	1.8	309/ 5494	3696/ 5.5	5.4	7.6	142				WLS
21. WJJD	(BB)	228/ 1.9	2.7	3.2	3.3	2.7	2.8	237/ 3362	3159/ 4.7	5.6	4.8	42				WJJD
22. WMAQ	(N)	203/ 1.7	1.6	1.1	1.4	1.9	1.5	237/ 6438	5111/ 7.6	7.6	7.8	76				WMAQ
23. WNIB-F	(CL)	161/ 1.3	.9	1.2	1.4	.8	1.2	161/ 2925	2906/ 4.3	3.0	3.4	92				WNIB-F
24. WOJO-F	(SP)	152/ 1.3	1.4	2.0	1.1	1.1	1.5	152/ 1963	1963/ 2.9	3.0	2.3	115				WOJO-F
25. WFMT-F	(CL)	151/ 1.2	.8	1.3	2.0	1.1	1.3	151/ 2818	2752/ 4.1	3.4	4.0	92				WFMT-F

12+ FM SHARE (METRO): 68.33% (7430 of 10873) (SUM 87: 68.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYTZ-F	1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGN >	1. WGN >>	1. WGN	1. WGCI-F	1. WGCI-F	1. WGN >
2. WGCI-F>	2. WLUP-F	2. WLUP-F	2. WJMK-F<	2. WGN	2. WXEZ-AF	2. WBBM	2. WGCI-F	2. WGN	2. WGN <	2. WBBM >
3. WBBM-F>	3. WCKG-F	3. WCKG-F	3. WLUP <	3. WJMK-F	3. WBBM >	WLUP-F	3. WXEZ-F	3. WLUP	3. WBMX-F	3. WGCI-F
4. WBMX-F>	4. WBMX-F	4. WJMK-F<	4. WLUP-F<	4. WLUP <	4. WJMK-F	4. WGCI-F>	4. WJMK-F<	4. WCKG-F<	4. WBBM	4. WBMX-F
5. WJMK-F	5. WKQX-F<	5. WBMX-F	5. WGN	5. WLUP-F	5. WGCI-F	5. WXEZ-F	5. WCKG-F	5. WYTZ-F<	5. WCKG-F	5. WXEZ-F<
6. WKQX-F	6. WLUP <	6. WLUP	6. WCKG-F	6. WCLR-F<	6. WJJD	6. WYTZ-F	6. WBBM	6. WXEZ-F	WYTZ-F	6. WCKG-F
7. WCKG-F	7. WXRT-F	7. WGN <	WCLR-F	7. WLAK-F	WLAK-F	WKQX-F	7. WYTZ-F<	7. WBBM	7. WBBM-F	7. WJMK-F<
8. WLUP-F	8. WYTZ-F	8. WKQX-F	8. WKQX-F	8. WBBM <	8. WUSN-F	8. WJMK-F	8. WLAK-F	8. WJMK-F<	8. WLUP-F	8. WLUP-F
9. WJZQ-F	9. WBBM-F	9. WYTZ-F<	WLAK-F<	9. WXEZ-AF<	9. WVON	9. WJJD	9. WLUP-F	9. WLUP-F	9. WMAQ	9. WUSN-F<
10. WCLR-F	10. WCLR-F	10. WCLR-F	10. WFYR-F	10. WCKG-F	10. WLS	10. WBBM-F<	10. WLUP	10. WBMX-F	10. WXEZ-F<	10. WVON
	WJMK-F					WLAK-F	11.		11. WLAK-F<	
									12. WJMK-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WGCI-F>	1. WGCI-F>	1. WGCI-F>	1. WGCI-F>	1. WGCI-F
2. WYTZ-F	2. WBMX-F	2. WCLR-F<	2. WBMX-F	2. WLAK-F
3. WBMX-F	3. WKQX-F<	3. WKQX-F	WKQX-F	3. WGN <
4. WLUP-F<	4. WLUP-F	4. WBMX-F	WLAK-F	4. WCLR-F
5. WBBM-F	5. WYTZ-F<	5. WLAK-F<	5. WCLR-F<	5. WKQX-F
6. WKQX-F	6. WCKG-F	6. WLUP-F<	6. WYTZ-F<	WXEZ-AF<
7. WCKG-F	7. WCLR-F	7. WCKG-F	7. WLUP-F	7. WJMK-F
8. WLAK-F	WLAK-F<	8. WNUA-F	8. WJMK-F<	8. WBMX-F
9. WFYR-F	9. WBBM-F	9. WFYR-F	9. WGN	9. WFYR-F
10. WFMT-F	10. WFYR-F	10. WJMK-F	10. WBBM-F	10. WUSN-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WCKG-F	1. WLUP-F<	1. WLUP-F	1. WLUP-F	1. WLUP <
2. WLUP-F	2. WCKG-F	2. WLUP	2. WGCI-F<	2. WGCI-F
3. WGCI-F	3. WGCI-F	3. WGCI-F<	3. WCKG-F	3. WGN
4. WBMX-F	4. WLUP <	4. WCKG-F	4. WLUP	WLUP-F
5. WYTZ-F	5. WXRT-F	5. WXRT-F>	5. WJMK-F	5. WJMK-F
6. WXRT-F	6. WBMX-F	6. WBMX-F	WXRT-F	6. WCKG-F<
7. WBBM-F	7. WJMK-F<	7. WJMK-F	7. WGN	7. WBBM <
8. WJMK-F	8. WYTZ-F	8. WKQX-F	8. WBMX-F<	8. WXRT-F
9. WKQX-F<	9. WBBM-F<	9. WGN	9. WBBM	9. WFYR-F
10. WLUP	10. WKQX-F	10. WBBM	10. WFYR-F	WNUA-F

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBUS-F	99.9	Kankakee	.3/1.6
WGCI	1390	Chicago	.4/1.9
WIND	560	Chicago	.7/1.9
WJOB	1230	Hammond	.5/1.0
WJPC	950	Chicago	.3/1.8
WJZQ-F	95.1	Kenosha	.7/2.0
WLNR-F	106.3	Lansing	1.1/2.8
WTMV-F	106.7	Des Plaines	.5/1.1
WYCA-F	93.9	Hammond	.4/1.0
WYSY-F	107.9	Aurora	.8/2.6

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS,$220.00	(CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, URBAN	,$ NA	(Mc-Guild)	Gannett
WGN , 720, 50 KW	, VARIETY/TALK	ABC-I,$310.00	(Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, HISPANIC	,$ 75.00	(Katz Hisp.)	Tichenor
WJJD, 1160, 50 KW/4 KW (DA-2)	, NOSTALGIA	US 2,$125.00	(Katz)	Infinity
WJPC, 950, 1 KW/5 KW (DA-N)	, BLACK	,$ 65.00	(---)	Johnson Prod.
WLS , 890, 50 KW	, AC	ABC-C,$145.00	(Banner)	Cap Cities/ABC
WLUP, 1000, 50 KW (DA-2)	, TALK/AOR	MBS,$100.00	(MMR)	Evergreen
WMAQ, 670, 50 KW	, NEWS	APR,NBC,$125.00	(Group W)	Westinghouse
WSBC, 1240, 1 KW	, ETHNIC	,$ 21.00	(---)	
WVON, 1450, 1 KW	, BLACK	,$ 50.00	(Roslin)	
WXEZ, 820, 5 KW/1 KW (DA-N)	, EZ	MBS,$ NA	(Republic)	Century

FM STATIONS

WBBM, 96.3, 6 KW @ 1174, CHR		CBS-R,$145.00	(CBS)	CBS
WCKG, 105.9, 4 KW @ 1575, CLASSIC AOR		,$143.00	(Katz)	Cox
WCLR, 101.9, 4 KW @ 1560, AC		,$172.00	(Mc-Guild)	Bonneville
WFMT, 98.7, 16 KW @ 1167, CLASSICAL		,$125.00	(CMBS)	
WFYR, 103.5, 4 KW @ 1548, AC/OLDIES		US 1,$130.00	(Republic)	RKO
WGCI, 107.5, 33 KW @ 600, URBAN		,$200.00	(Mc-Guild)	Gannett
WJMK, 104.3, 4 KW @ 1575, OLDIES		US 2,$166.00	(Katz)	Infinity
WKQX, 101.1, 6 KW @ 1170, CONTEMP/AC		Source,$158.00	(Eastman)	Emmis
WLAK, 93.9, 5 KW @ 1581, SOFT AC		,$172.00	(Christal)	Viacom
WLUP, 97.9, 6 KW @ 1170, AOR		,$21.000	(MMR)	Statewide
WNIB, 97.1, 8 KW @ 1196, CLASSICAL		,$ 95.00	(CMBS)	
WNUA, 95.5, 6 KW @ 1170, JAZZ/NEW AGE		,$105.00	(Durpetti)	Pyramid
WUSN, 99.5, 6 KW @ 1170, COUNTRY		ABC-O,$160.00	(Torbet)	Cook Inlet
WXEZ, 100.3, 6 KW @ 1167, BTFL/EZ		ABC-E,$195.00	(Republic)	Century
WXRT, 93.1, 7 KW @ 1310, AOR		,$165.00	(CBS)	
WYTZ, 94.7, 4 KW @ 1535, CHR		ABC-R,$151.00	(Banner)	Cap Cities/ABC
WBMX, 102.7, 6 KW @ 1170, BLACK		ABC-F,$156.00	(Durpetti)	Broadcast Partners
WOJO, 105.1, 6 KW @ 1174, SPANICH		,$ 85.00	(Katz Hisp.)	Tichenor
WTMV, 106.7, 50 KW @ 330, JAZZ/NEW AGE		SMN,$ 60.00	(Roslin)	(DES PLAINES)

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CINCINNATI

Arbitron Rank/Pop (12+): 30/1,162,700

MSA Rank/Pop: 31/1,690,000
ADI # 29

Average Person Ratings: 16.5

Market TSL: 22.0 hours

Stations: 26/22
Diaries: 1477//87:1/54.1%
Sample Target: 1340
% Below Line: 2.5
% Not Listed: 8.1

1987 Revenue: $45,700,000
HH Inc.: $33,116
Retail $: 10.8 Bil
Pop per Station: 52,850
#1 Biller: WLW $8,300,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEBN-F (AOR)	223/11.6	13.6	12.4	11.9	16.7	12.4	295/4057	3024/26.0	24.1	27.4	91				WEBN-F
2. WLW (MOR)	218/11.4	12.3	6.9	9.7	13.4	10.1	310/4672	3223/27.7	27.8	31.4	100				WLW
3. WKRQ-F (CHR)	197/10.3	9.9	9.2	9.5	7.8	9.7	273/3872	2883/24.8	24.3	23.2	82				WKRQ-F
4. WWEZ-F (EZ)	157/ 8.2	7.5	9.6	8.8	9.2	8.5	195/2256	1778/15.3	14.4	16.6	62				WWEZ-F
5. WKRC (MOR)	113/ 5.9	6.9	8.1	8.0	6.1	7.2	132/2251	1819/15.6	15.2	16.6	103				WKRC
6. WRRM-F (AC)	99/ 5.2	3.9	5.6	5.3	4.2	5.0	134/1969	1603/13.8	11.7	11.6	150				WRRM-F
7. WBLZ-F (B)	92/ 4.8	3.3	4.5	4.4	3.4	4.3	110/1205	1025/ 8.8	10.1	9.8	98				WBLZ-F
8. WOFX-F (AC)	84/ 4.4	3.0	4.6	2.8	3.3	3.7	126/1885	1206/10.4	9.0	9.9	127				WOFX-F
9. WUBE-F (C)	81/ 4.2	5.7	4.8	5.3	5.3	5.0	115/1878	1254/10.8	10.3	10.7	119				WUBE-F
10. WCKY (N/T)	77/ 4.0	4.8	5.8	4.9	6.0	4.9	86/1230	993/ 8.5	8.8	11.7	43				WCKY
11. WWNK-F (AC)	75/ 3.9	4.6	3.4	3.4	2.2	3.8	90/1790	1429/12.3	12.0	8.7	95				WWNK-F
12. WIZF-F (B)	69/ 3.6	3.1	3.2	3.7	2.4	3.4	70/ 750	730/ 6.3	6.6	5.3	83				WIZF-F
13. WBVE-F (C)	68/ 3.5	3.4	4.2	3.8	3.8	3.7	128/1646	890/ 7.7	7.2	9.3	131				WBVE-F
14. WMLX (?)	30/ 1.6	1.0	1.6	.8	.7	1.3	31/ 232	193/ 1.7	2.1	1.7	50				WMLX
15. WJOJ-F (AC)	27/ 1.4	1.8	1.2	1.7	1.7	1.5	27/ 533	507/ 4.4	5.2	4.8	171				WJOJ-F
16.															
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 70.47% (1241 of 1761) (SUM 87: 67.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKRQ-F>>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F<	1. WLW	1. WLW	1. WEBN-F	1. WEBN-F<	1. WEBN-F	1. WLW >>	1. WEBN-F
2. WEBN-F	2. WKRQ-F>	2. WKRQ-F	2. WLW	2. WEBN-F	2. WWEZ-F	2. WKRQ-F<	2. WKRQ-F	2. WKRQ-F	2. WEBN-F	2. WCKY
3. WBLZ-F	3. WOFX-F	3. WLW	3. WKRQ-F	3. WKRQ-F	3. WKRC	3. WKRC <	3. WWEZ-F	3. WWEZ-F	3. WKRQ-F>	3. WWEZ-F
4. WIZF-F	4. WRRM-F	4. WRRM-F	4. WRRM-F	4. WRRM-F	4. WCKY	4. WLW	4. WLW <	4. WLW	4. WBLZ-F	4. WKRQ-F
5.	5. WWNK-F<	5. WOFX-F	5. WKRC	5. WKRC	5. WUBE-F	5. WWEZ-F	5. WRRM-F<	5. WRRM-F	5. WIZF-F	5. WLW
6.	6. WIZF-F<	6. WBLZ-F<	WOFX-F	6. WOFX-F	6.	6. WCKY	6. WKRC	6. WWNK-F	6. WWEZ-F	6.
7.	7. WLW	7. WWNK-F	7. WBLZ-F	7. WWEZ-F	7.	7. WUBE-F	7. WOFX-F	7. WKRC	7. WCKY	7.
8.	8. WBLZ-F	8.	8. WUBE-F	8. WUBE-F	8.	8. WRRM-F<	8. WWNK-F	8. WBLZ-F<	8. WOFX-F	8.
9.	9.	9.	WWEZ-F	9.	9.	9. WOFX-F	9.	9. WOFX-F	9.	9.
10.	10.	10.	10. WBVE-F	10.	10.	10. WWNK-F	10.	10.	10.	10.

WOM 16-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKRQ-F	1. WKRQ-F	1. WOFX-F<	1. WKRQ-F>	1. WKRQ-F
2. WEBN-F>	2. WEBN-F	2. WRRM-F<	2. WEBN-F<	2. WRRM-F
3. WWNK-F	3. WOFX-F	3. WKRQ-F<	3. WRRM-F	3. WOFX-F
4. WIZF-F	4. WRRM-F	4. WEBN-F>	4. WOFX-F	4. WEBN-F
5. WBLZ-F	5. WWNK-F<	5. WBLZ-F	5. WBLZ-F	5. WLW
WOFX-F	6. WBLZ-F	6. WIZF-F	WWNK-F	6. WWEZ-F
7. WRRM-F	WIZF-F	7.	7. WIZF-F	7. WKRC
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WEBN-F>>	1. WEBN-F>>	1. WEBN-F>>	1. WEBN-F>>	1. WLW
2. WKRQ-F>	2. WKRQ-F>	2. WLW >	2. WLW	2. WEBN-F>>
3. WOFX-F>>	3. WLW	3. WKRQ-F	3. WKRQ-F	3. WKRC
4. WLW	4. WOFX-F	4. WBVE-F	4. WOFX-F	4. WKRQ-F
5. WWNK-F	5. WBVE-F	5. WRRM-F	WRRM-F	5. WRRM-F
6. WBLZ-F	6. WRRM-F	6. WOFX-F	6. WKRC	6. WBVE-F
WBVE-F	7. WIZF-F	7. WIZF-F	7. WBVE-F	WUBE-F
8.	WWNK-F	WKRC	8. WUBE-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAKW-F	93.3	Cincinnati	.7/2.4
WCIN	1480	Cincinnati	1.3/3.5
WDJO	1230	Cincinnati	.5/1.5
WNOP	740	Newport	1.2/1.7
WSAI	1360	Cincinnati	.8/3.5
WSCH-F	99.3	Aurora	.6/ .9
WTSJ	1050	Cincinnati	.5/1.4
WGTZ-F	92.9	Eaton	.4/1.7
WHIO-F	99.1	Dayton	.6/3.1
WPFB-F	105.9	Middleton	.5/1.1
WTUE-F	104.7	Dayton	.8/2.2

RADIO STATIONS

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2)	, CLASSICAL	NBN,SBN,$ 25.00	(Roslin)		
WCKY, 1530, 50 KW (DA-N)	, NEWS/TALK	CBS,NBC,$ 62.00	(CBS)	Federated	
WDJO, 1230, 1 KW	, OLDIES	US 2,$ 28.00	(Mc-Guild)	American	
WKRC, 550, 5 KW/1 KW (DA-2)	, MOR/AC	ABC-E,$ 90.00	(Katz)	Great American	
WLW , 700, 50 KW	, MOR	ABC-I,$ 92.00	(Eastman)	Jacor	
WNOP, 740, 1 KW (DAYS,DA)	, JAZZ/VARIETY	,$ 20.00	(---)		(NEWPORT, KY)
WTSJ, 1050, 1 KW/278	, RELIGION	,$ 20.00	(---)		
WWNK, 1360, 5 KW (DA-N)	, OLDIES	,$ 28.00	(MMR)	Booth	

FM STATIONS

WBLZ, 103.5, 19 KW @ 790, BLACK		,$ 65.00	(Republic)	Dalton	(HAMILTON)
WBVE, 96.5, 20 KW @ 810, COUNTRY	-	ABC-D,$ 50.00	(Durpetti)	Reams	(HAMILTON)
WEBN, 102.7, 17 KW @ 876, AOR		,$103.00	(Eastman)	Jacor	
WIZF, 100.9, 1 KW @ 466, BLACK		,$ 35.00	(Torbet)	Interurban	(ERLANGER, KY)
WLLT, 94.9, 27 KW @ 650, AC		,$ 57.00	(Republic)	Hoker	(FAIRFIELD)
WJOJ, 107.1, 3 KW @ 300, AC		,$ 36.00	(---)		(MILFORD)
WKRQ, 101.9, 16 KW @ 880, CHR		ABC-F,$107.00	(Katz)	Great American	
WRRM, 98.5, 15 KW @ 810, AC		,$ 85.00	(Banner)	Susquehanna	
WUBE, 105.1, 14 KW @ 920, COUNTRY		,$ 74.00	(Mc-Guild)	American	
WWEZ, 92.5, 11 KW @ 905, BTFL/EZ		,$ 70.00	(CBS)	Federated	
WWNK, 94.1, 32 KW @ 550, AC		,$ 52.00	(MMR)	Booth	

FORMAT CODES

- CHR - Contemporary Hit Radio, Top 40, Contemporary
- AC - Adult Contemporary
- O - Oldies (1955 to near 1988)
- B - Black (audience predominantly Black - over 75%)
- U - Urban (majority of audience is non-white although a large segment is white)
- EZ - EZ Listening, Beautiful Music
- AOR - Album Oriented Rock, also includes Classic Rock
- CL - Classical
- C - Country

- T - Talk
- N - News
- SP - Hispanic/Spanish
- BB - Big Band, Nostalgia
- M - Middle of Road (MOR), Full Service, Variety
- J/NA - Jazz and New Age
- R - Religion, Christian, Christian Music
- G - Gospel
- E - Ethnic
- ? - Others or Unknown

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CLEVELAND

Arbitron Rank/Pop (12+): 21/1,764,200

MSA Rank/Pop: 24/1,840,000
ADI # 11
Average Person Ratings: 17.0
Market TSL: 22.5 hours

Stations: 28/23
Diaries: 1699/1038:1/51.8%
Sample Target: 1640
% Below Line: 3.4
% Not Listed: 8.5

1987 Revenue: $44,300,000
HH Inc.: $33,340
Retail $: 13.4 Bil
Pop per Station: 76,704
#1 Biller: WMMS-F $9,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMMS-F	(AOR)	305/10.2	10.0	12.4	12.5	11.7	11.3	393/6449	4456/25.3	25.0	26.5	98				WMMS-F
2. WLTF-F	(AC)	249/ 8.3	7.4	6.3	7.4	6.5	7.4	286/4543	3398/19.3	18.3	17.2	142				WLTF-F
3. WZAK-F	(B)	226/ 7.5	7.0	8.0	8.9	9.8	7.9	252/2497	2186/12.4	11.6	12.6	91				WZAK-F
4. WQAL-F	(EZ)	225/ 7.5	8.9	11.4	10.1	9.3	9.5	271/3279	2536/14.4	16.8	16.8	83				WQAL-F
5. WMJI A/F	(AC)	218/ 7.3	8.8	7.3	9.0	11.3	8.1	296/4937	3515/19.9	20.1	22.4	166				WMJI A/F
6. WWWE	(N/T)	209/ 7.0	8.2	4.7	5.3	6.4	6.3	271/4306	3301/18.7	21.4	15.8	73				WWWE
7. WDOK-F	(AC)	189/ 6.3	4.7	5.1	6.8	4.4	5.7	244/3678	2753/15.6	13.7	13.1	111				WDOK-F
8. WNCX-F	(AOR)	153/ 5.3	6.2	4.8	4.8	4.7	5.3	199/3087	2198/12.5	14.1	12.8	109				WNCX-F
9. WGAR-F	(C)	146/ 4.9	5.5	6.1	4.7	4.0	5.3	205/2942	1986/11.3	11.1	9.8	122				WGAR-F
10. WRMR	(BB)	143/ 4.8	3.1	2.9	1.1	1.1	3.0	166/1832	1335/ 7.6	6.5	3.2	31				WRMR
11. WRQC-F	(CHR)	101/ 3.4	2.0	2.7	2.7	3.1	2.7	103/2069	2015/11.4	9.1	10.7	59				WRQC-F
12. WERE	(N/T)	99/ 3.3	3.1	4.4	3.7	2.9	3.6	100/1697	1596/ 9.0	9.5	9.0	45				WERE
13. WPHR-F	(CHR)	84/ 2.8	2.6	1.9	1.6	2.0	2.2	171/3009	1629/ 9.2	9.5	7.1	54				WPHR-F
14. WNWV-F	(J/NA)	77/ 2.6	3.5	2.5	1.0	1.1	2.4	97/1594	1089/ 6.2	8.3	3.3	123				WNWV-F
15. WCLV-F	(CL)	48/ 1.6	1.8	1.8	2.1	1.4	1.8	65/1120	787/ 4.5	6.6	5.7	94				WCLV-F
16. WABQ	(G)	43/ 1.4	1.3	1.0	1.5	1.9	1.3	43/ 474	474/ 2.7	3.3	2.8	129				WABQ
WJMO	(B)	43/ 1.4	1.1	1.5	1.5	1.8	1.4	43/ 904	904/ 5.1	4.4	4.8	121				WJMO
18. WKDD-F	(CHR)	36/ 1.2	.7	.7	.6	1.2	.8	164/2959	798/ 4.5	4.2	5.2	100				WKDD-F
19. WHK	(O)	34/ 1.1	.8	.6	.8	1.1	.8	36/ 773	628/ 3.6	2.5	3.7	155				WHK
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 75.99% (2086 of 2745) (SUM 87: 76.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRQC-F	1. WMMS-F>	1. WMMS-F	1. WMJI-F+	1. WMJI-F+	1. WQAL-F	1. WMMS-F	1. WLTF-F	1. WMMS-F	1. WWWE	1. WWWE
2. WPHR-F	2. WZAK-F	2. WLTF-F	2. WLTF-F	2. WLTF-F<	2. WWWE	2. WMJI-F+	2. WQAL-F<	2. WLTF-F	2. WZAK-F	2. WZAK-F
3. WMMS-F	3. WLTF-F<	3. WMJI-F+	3. WMMS-F	3. WMMS-F	3. WRMP-F<	3. WQAL-F	3. WMMS-F<	3. WZAK-F	3. WMMS-F	3. WQAL-F
WZAK-F	4. WNCX-F	4. WZAK-F	4. WZAK-F	4. WDOK-F<	4. WDOK-F	4. WLTF-F	4. WDOK-F	4. WQAL-F	4. WLTF-F	4. WMMS-F<
5. WLTF-F	5. WMJI-F+	5. WNCX-F>	5. WDOK-F	5. WZAK-F	5. WGAR-F	5. WWWE	5. WMJI-F	5. WRDZ-F+	5. WNCX-F	5. WMJI-F<
6.	6.	6. WDOK-F	6. WNCX-F	6. WQAL-F<	6. WMJI-F+	6. WDOK-F	6. WWWE	6. WNCX-F	6. WDOK-F	6. WERE
7.	7.	7. WGAR-F	7. WGAR-F	7. WGAR-F<	7. WLTF-F	7. WZAK-F	7. WNCX-F	7. WDOK-F	7. WQAL-F<	7.
8.	8.	8. WWWE	8. WWWE	8. WNCX-F	8. WERE <	8. WGAR-F	8. WZAK-F	8. WRMR	8. WRQC-F<	8.
9.	9.	9.	9. WQAL-F	9.	9.	9.	9. WGAR-F	9. WGAR-F	9. WERE	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	WGAR-F	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WMMS-F	1. WMMS-F	1. WLTF-F	1. WLTF-F	1. WLTF-F
2. WZAK-F	2. WLTF-F	2. WMJI-F+	2. WMMS-F	2. WMJI-F+
3. WLTF-F	3. WZAK-F	3. WMMS-F	3. WMJI-F+	3. WMMS-F
4. WNCX-F	4. WMJI-F+	4. WZAK-F>>	4. WZAK-F	4. WDOK-F
WPHR-F	5. WNCX-F	5. WDOK-F	5. WDOK-F>	5. WZAK-F
WRQC-F	6. WDOK-F<	WNCX-F	6. WGAR-F	6. WQAL-F
7. WDOK-F	7. WRQC-F	7.	7.	7. WGAR-F
WMJI-F+	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMS-F>	1. WNCX-F<	1. WNCX-F	1. WMMS-F	1. WMMS-F
2. WNCX-F	2. WMMS-F	2. WMMS-F>	2. WNCX-F	2. WMJI-F+
3. WZAK-F	3. WZAK-F	3. WZAK-F	3. WZAK-F<	3. WNCX-F
4. WLTF-F>	4. WLTF-F>	4. WLTF-F	4. WLTF-F	4. WWWE <
5. WRQC-F	5. WMJI-F+	5. WMJI-F+	5. WMJI-F+	5. WLTF-F
6.	6. WWWE	6. WWWE	6. WWWE	6. WGAR-F
7.	7.	7. WNWV-F	7. WGAR-F	7. WQAL-F
8.	8.	8.	8. WDOK-F	8. WDOK-F
9.	9.	9.	9.	WZAK-F
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELW	1330	Willoughby	.5/1.2
WEOL	930	Elyria	.5/1.6
WGAR	1220	Cleveland	.6/2.6
WJTB	1040	N. Ridgeville	.3/ .9
WONE-F	97.5	Akron	.8/2.9
WQMX-F	94.9	Medina	.3/1.6
CKLW	800	Windsor	.4/1.4
WJR	760	Detroit	.3/1.2

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (DAYS)	, GOSPEL	NBN,$ 20.00	(---)		
WERE, 1300, 5 KW (DA-1)	, NEWS/TALK	CBS,MBS,$ 58.00	(Banner)	Metroplex	
WGAR, 1220, 50 KW (DA-N)	, COUNTRY	ABC-E,$ NA	(HNWH)	Nationwide	
WHK , 1420, 5 KW (DA-N)	, OLDIES	NBC,$ 38.00	(Katz)	Malrite	
WJMO, 1490, 1 KW	, BLACK	NBN,SBN,$ 39.00	(MMR)	United	
WRMR, 850, 10 KW/5 KW (DA-2)	, NOSTALGIA	APR,$ 43.00	(Christal)	Booth	
WWWE, 1100, 50 KW	, NEWS/TALK	CNN,ABC-I,$ 80.00	(Eastman)		

FM STATIONS

WCLV, 95.5, 31 KW @ 600, CLASSICAL		,$ 58.00	(CMBS)		
WDOK, 102.1, 9 KW @ 1000, SOFT AC		,$ 80.00	(Eastman)		
WGAR, 99.5, 50 KW @ 500, COUNTRY		ABC-E,$ 86.00	(HNWH)	Nationwide	
WLTF, 106.5, 11 KW @ 1060, AC		APR,$110.00	(Christal)	Booth	
WMJI, 105.7, 27 KW @ 900, AC		,$115.00	(Eastman)	Jacor	
WMMS, 100.7, 34 KW @ 600, AOR/CHR		Source,$154.00	(Katz)	Malrite	
WNCX, 98.5, 16 KW @ 960, CLASSIC ROCK		ABC-F,$ 75.00	(Banner)	Metroplex	
WNWV, 107.3, 50 KW @ 466, JAZZ/NEW AGE		SMN,$ 50.00	(Torbet)		(ELYRIA)
WPHR, 107.9, 16 KW @ 892, CHR		US 1,ABC-C,$ 59.00	(Republic)	Ardman	
WQAL, 104.1, 11 KW @ 1060, BTFL/EZ		,$100.00	(Christal)	ML Media	
WRQC, 92.3, 27 KW @ 234, CHR		ABC-C,ABC-R,$ 57.00	(MMR)	United	
WZAK, 93.1, 28 KW @ 620, BLACK		CBS-R,$ 87.00	(Durpetti)	Zapis	

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COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,077,900

MSA Rank/Pop: 36/1,300,000
ADI # 33
Average Person Ratings: 15.6
Market TSL: 21.0 hours

Stations: 22/20
Diaries: 1400/770:1/54.2%
Sample Target: 1280
% Below Line: 2.7
% Not Listed: 11.1

1987 Revenue: $34,100,000
HH Inc.: $32,109
Retail $: 9.2 Bil
Pop per Station: 53,895
#1 Biller: WLVQ-F $6,500,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNCI-F (CHR)	202/12.0	11.4	10.0	9.8	10.6	10.8	284/4193	2974/27.6	25.6	24.0	82				WNCI-F
2. WLVQ-F (AOR)	154/ 9.2	7.9	8.9	9.5	11.9	8.9	187/2592	2112/19.6	16.8	21.2	108				WLVQ-F
3. WSNY-F (AC)	148/ 8.8	12.1	8.9	8.7	6.8	9.6	167/2432	2206/20.5	24.1	18.5	141				WSNY-F
4. WBNS-F (EZ)	145/ 8.6	9.2	9.8	10.9	10.7	9.6	162/2058	1690/15.7	18.1	18.5	69				WBNS-F
5. WTVN (MOR)	134/ 8.0	10.1	9.3	9.8	7.6	9.3	177/2568	1810/16.8	19.3	16.5	105				WTVN
6. WXGT-F (CHR)	118/ 7.0	6.8	9.2	8.0	8.3	7.8	147/2772	2078/19.3	20.0	20.7	60				WXGT-F
7. WMGG-F (O)	103/ 6.1	5.9	4.6	4.6	3.6	5.3	108/1336	1236/11.5	12.6	10.3	107				WMGG-F
8. WHOK-F (C)	85/ 5.1	5.3	4.9	4.8	4.4	5.0	135/1519	1102/10.2	9.9	8.8	116				WHOK-F
9. WVKO (B)	75/ 4.5	2.5	2.1	2.7	1.9	3.0	75/ 929	918/ 8.5	6.7	6.1	118				WVKO
10. WCOL (BB)	44/ 2.6	3.0	2.6	1.5	2.5	2.4	44/ 574	666/ 6.2	6.5	5.4	46				WCOL
11. WMNI (C)	41/ 2.4	2.8	3.2	3.8	3.4	3.1	43/ 614	555/ 5.1	5.3	4.8	96				WMNI
12. WCKX-F (B)	40/ 2.4	2.3	3.2	1.7	2.7	2.4	40/ 479	479/ 4.4	5.1	4.8	104				WCKX-F
13. WBBY-F (J)	37/ 2.2	1.9	2.7	2.1	1.8	2.2	37/ 623	587/ 5.4	6.0	4.9	145				WBBY-F
14. WXLE-F (O)	33/ 2.0	1.1	1.2	1.8	1.8	1.5	36/ 698	608/ 5.6	4.6	6.1	180				WXLE-F

12+ FM SHARE (METRO): 73.18% (1094 of 1495) (SUM 87: 74.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WXGT-F	1. WNCI-F<	1. WNCI-F	1. WSNY-F	1. WSNY-F	1. WBNS-F	1. WTVN	1. WNCI-F<	1. WNCI-F	1. WNCI-F	1. WNCI-F<
2. WNCI-F>>	2. WLVQ-F	2. WLVQ-F	2. WLVQ-F	2. WLVQ-F<	2. WTVN >	2. WNCI-F	2. WSNY-F<	2. WLVQ-F	2. WLVQ-F<	2. WBNS-F<
3. WLVQ-F>	3. WMGG-F	3. WSNY-F	3. WNCI-F	3. WNCI-F	3. WSNY-F	3. WSNY-F	3. WBNS-F<	3. WBNS-F	3. WXGT-F	3. WLVQ-F<
4. WVKO	4. WSNY-F	4. WMGG-F	4. WTVN	4. WTVN	4. WHOK-F	4. WLVQ-F	4. WLVQ-F	4. WSNY-F	4. WBNS-F	4. WTVN
5.	5. WXGT-F	5. WXGT-F	5. WMGG-F	5.	5. WCOL	5. WBNS-F	5. WMGG-F	5. WXGT-F	5. WTVN	5.
		6. WTVN	6. WVKO		WNCI-F	6. WXGT-F	6. WTVN	6. WMGG-F	6. WSNY-F<	
		7. WVKO	7. WXGT-F			7. WMGG-F	7. WXGT-F	WTVN	7. WVKO	
		8. WHOK-F	8. WBNS-F			8. WHOK-F	8. WHOK-F	8. WHOK-F	8. WMGG-F	
			WHOK-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNCI-F>>	1. WNCI-F>	1. WSNY-F	1. WNCI-F<	1. WSNY-F>	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F	1. WLVQ-F
2. WXGT-F	2. WSNY-F>	2. WNCI-F>	2. WSNY-F>	2. WNCI-F	2. WNCI-F	2. WMGG-F	2. WMGG-F	2. WNCI-F<	2. WMGG-F
3. WSNY-F	3. WXGT-F	3. WLVQ-F	3. WLVQ-F	3. WTVN	3. WMGG-F>	3. WNCI-F>	3. WNCI-F>	3. WMGG-F>	WNCI-F
4. WMGG-F	4. WLVQ-F	4. WMGG-F	4. WXGT-F	4. WLVQ-F	4. WXGT-F>>	4. WXGT-F	4. WSNY-F	4. WSNY-F	4. WSNY-F<
5. WLVQ-F	5. WMGG-F	WVKO	5. WTVN <	5. WBNS-F	5.	5. WSNY-F	5. WTVN	5. WTVN <	5. WTVN >
6. WHOK-F	6. WVKO	6. WXGT-F	6. WVKO	WVKO		6. WTVN	6. WVKO	6. WXGT-F	6. WHOK-F<
WVKO				7. WHOK-F			WXGT-F		7. WBNS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBNS	1460	Columbus	1.7/4.8	WQIO-F	93.7	Mt. Vernon	.8/1.8
WCLT	1430	Newark	.5/1.5				
WCLT-F	100.3	Newark	1.0/2.2	WLW	700	Cincinnati	1.7/3.9
WHTH	790	Heath	.8/1.9				
WLOH	1320	Lancaster	.4/1.2				
WRFD	880	Columbus	1.2/2.3				

RADIO STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N) , MOR	ABC-I,$ 41.00	(Banner)	Columbus Dispatch
WCOL, 1230, 1 KW , NOSTALGIA	CBS,SMN,$ 30.00	(Christal)	Great Trails
WMNI, 920, 1 KW/500 W (DA-2) , COUNTRY	MBS,$ 38.00	(Torbet)	
WRFD, 880, 5 KW (DAYS) , RELIGION	CNN,$ 20.00	(---)	Salem
WTVN, 610, 5 KW (DA-N) , MOR/AC	ABC-E,$115.00	(Katz)	Great America
WVKO, 1580, 1 KW/250 W (DA-2) , BLACK	SBN,$ 34.00	(Mc Guild)	Saga
WBBY-F, 103.9, 2.7 KW @ 360, JAZZ	US 2,$ 30.00	(Torbet)	
WBNS-F, 97.1, 26 KW @ 660, BTFL/EZ	,$ 71.00	(Banner)	Columbus Dispatch
WCKX-F, 106.3, 3 KW @ 328, BLACK	NBN,$ 29.00	(Roslin)	
WLVQ-F, 96.3, 18 KW @ 753, AOR	Source,$100.00	(Katz)	Great American
WMGG-F, 99.7, 50 KW @ 500, CLASSIC ROCK	MBS,$ 62.00	(Torbet)	
WNCI-F, 97.9, 175 KW @ 565, CHR	ABC-C,$109.00	(MMR)	Nationwide
WSNY-F, 94.7, 22 KW @ 753, AC	,$104.00	(Mc-Guild)	Saga
WXGT-F, 92.3, 18 KW @ 753, CHR	CBS-R,$ 70.00	(Christal)	Great Trails
WHOK-F, 95.5, 50 KW @ 215, COUNTRY	APR,$ 39.00	(Christal)	(LANCASTER)
WZZT-F, 103.1, 1.5 KW @ 455, BLACK	MBS,$ 34.00	(K & P)	

WLW - See Cincinnati

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DALLAS - FORT WORTH

Arbitron Rank/Pop (12+): 8/3,062,600

MSA Rank/Pop: Dallas - 13/420,800
ADI # 8 Fort Worth - 39/1,271,100
Average Person Ratings: 17.1
Market TSL: 22.5 hours

Stations: 30/30
Diaries: 2254/1359:1/51.6%
Sample Target: 2200
% Below Line: 0
% Not Listed: 6.9

1987 Revenue: $116,500,000
HH Inc.: $36,977
Retail $: 28.0 Bil
Pop per Station: 102,087
#1 Biller: KVIL A/F $18,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKDA-F	(B)	360/6.9	8.0	8.7	8.6	10.6	8.1	393/4141	3700/12.1	11.8	13.2	65				KKDA-F
2. KVIL A/F	(AC)	359/6.9	10.0	8.1	9.3	8.1	8.6	369/4912	4688/15.3	20.4	16.1	125				KVIL A/F
3. KPLX-F	(C)	351/6.7	7.0	7.8	7.4	6.9	7.2	418/5689	4744/15.5	14.3	15.2	112				KPLX-F
4. WBAP	(C)	334/6.4	6.7	5.3	5.3	5.2	5.9	601/7549	4676/15.3	15.5	13.7	88				WBAP
5. KHYI-F	(CHR)	327/6.3	5.3	5.6	4.9	4.1	5.5	350/5292	4912/16.0	14.8	12.3	52				KHYI-F
6. KSCS-F	(C)	326/6.2	6.2	4.2	4.1	5.8	5.2	406/5057	4204/13.7	14.3	12.9	121				KSCS-F
7. KMEZ A/F	(EZ)	300/5.7	5.3	5.6	6.0	6.3	5.7	319/3647	3366/11.0	9.6	15.2	63				KMEZ A/F
8. KRLD	(N/T)	279/5.3	4.9	5.8	6.6	5.6	5.7	358/6276	4918/16.1	16.0	16.1	83				KRLD
9. KEGL-F	(CHR)	256/4.9	5.0	5.3	6.2	4.6	5.4	308/6009	4935/16.1	16.6	16.3	59				KEGL-F
10. KLUV-F	(AC)	249/4.8	2.9	3.3	3.6	3.6	3.7	267/3660	3246/10.6	9.2	9.6	133				KLUV-F
11. KTXQ-F	(AOR)	223/4.3	4.0	4.6	3.7	3.9	4.2	255/4271	3696/12.1	11.2	11.9	72				KTXQ-F
12. KLIF	(T)	147/2.8	2.3	2.0	2.2	1.7	2.3	153/1917	1759/ 5.7	5.8	5.1	96				KLIF
13. KQZY-F	(AC)	143/2.7	3.4	3.7	3.3	3.3	3.3	151/2586	2389/ 7.8	9.0	8.5	122				KQZY-F
14. KMGC-F	(AC)	136/2.6	2.9	2.0	2.4	3.0	2.5	138/2642	2506/ 8.2	9.8	9.0	135				KMGC-F
KZPS-F	(O)	136/2.6	3.0	2.0	1.5	2.4	2.3	148/2718	2344/ 7.7	8.4	7.7	142				KZPS-F
16. KZEW-F	(AOR)	129/2.4	2.0	2.4	3.0	2.8	2.5	189/3705	3035/ 9.9	9.0	8.8	117				KZEW-F
17. KDLZ-F	(B)	123/2.4	1.5	2.1	1.6	1.4	1.9	123/1660	1619/ 5.3	4.5	5.3	129				KDLZ-F
18. KOAI-F	(J/NA)	118/2.3	2.5	2.7	2.8	2.2	2.6	121/2213	2115/ 6.9	7.2	9.1	148				KOAI-F
19. KOJO-F	(R/G)	94/1.8	2.3	1.8	2.9	2.4	2.2	129/2105	1551/ 5.1	4.8	5.2	117				KOJO-F
20. KHVN	(R/G)	88/1.7	2.0	3.2	1.6	2.9	2.1	90/ 764	740/ 2.4	3.7	3.3	129				KHVN
21. KKDA	(B)	84/1.6	.6	.4	.5	.7	.8	84/ 874	849/ 2.8	2.3	1.5	125				KKDA
22. KESS	(SP)	83/1.6	1.8	1.5	1.3	1.3	1.7	83/ 945	937/ 3.1	2.3	2.9	106				KESS
23. WRR-F	(CL)	68/1.3	1.0	1.6	1.2	1.2	1.3	71/1319	1215/ 4.0	3.1	3.7	115				WRR-F
24.																
25.																

12+ FM SHARE (METRO): 76.19% (3708 of 4867) (SUM 87: 77.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KHYI-F>>	1. KKDA-F	1. KVIL-F+<	1. KVIL-F+<	1. KVIL-F+<	1. KMEZ-F+	1. WBAP	1. KVIL-F+	1. KKDA-F	1. KKDA-F	1. KRLD
2. KEGL-F<	2. KTXQ-F<	2. KPLX-F	2. KPLX-F<	2. KPLX-F	2. WBAP	2. KVIL-F+	2. KPLX-F	2. KPLX-F<	2. WBAP	2. WBAP <
3. KKDA-F>>	3. KVIL-F+<	3. KKDA-F	3. KSCS-F<	KSCS-F	3. KRLD	KRLD <	3. KMEZ-F+	3. KVIL-F+	3. KHYI-F	3. KPLX-F
4. KTXQ-F	4. KHYI-F	4. KSCS-F	4. KLUV-F	4. KLUV-F	4. KPLX-F	4. KPLX-F	4. KHYI-F	4. KHYI-F	4. KRLD <	4. KVIL-F
5.	5. KEGL-F	5. KLUV-F	5. KKDA-F	5. WBAP	5. KVIL-F+	5. KSCS-F	5. KSCS-F<	5. KLUV-F	5. KEGL-F	5. KKDA-F
6.	6. KPLX-F<	6. KHYI-F	6. KZPS	6. KKDA-F<	6. KSCS-F	6. KKDA-F	6. KLUV-F	KSCS-F<	6. KMEZ-F+	6.
7.	7. KSCS-F	7. KTXQ-F	7.	7. KRLD	7.	7. KHYI-F	7. KKDA-F	7. KMEZ-F+	7. KDLZ-F<	7.
8.	8.	8.	8.	8.	8.	8. KEGL-F<	8. WBAP	8. KEGL-F	KSCS-F	8.
9.	9.	9.	9.	9.	9.	9. KMEZ-F+	9.	9.	9. KPLX-F	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KHYI-F<	1. KHYI-F	1. KVIL-F+	1. KVIL-F+<	1. KVIL-F+<
2. KEGL-F	2. KKDA-F	2. KPLX-F	2. KPLX-F	2. KPLX-F
3. KKDA-F	3. KEGL-F	3. KSCS-F	3. KSCS-F	3. KSCS-F
4. KPLX-F	4. KPLX-F	4. KHYI-F<	4. KKDA-F<	4. KLUV-F
5. KSCS-F	5. KVIL-F+	5. KKDA-F	5. KHYI-F	5. KKDA-F
6. KVIL-F+	6. KSCS-F	KLUV-F	6. KLUV-F<	6. KQZY-F
7. KTXQ-F	7.	7. KQZY-F	7. KEGL-F	KMEZ-F+
8.	8.	8. KEGL-F	8.	8.
9.	9.	KMGC-F	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KTXQ-F	1. KTXQ-F>	1. WBAP	1. KTXQ-F	1. WBAP
2. KKDA-F>	2. KKDA-F	2. KTXQ-F<	2. KVIL-F+<	2. KSCS-F
3. KHYI-F	3. KVIL-F+	3. KZPS-F	3. WBAP	3. KVIL-F+
4. KVIL-F+	4. WBAP	4. KVIL-F+<	4. KKDA-F	4. KRLD <
5. KEGL-F	5. KZEW-F	5. KSCS-F	5. KSCS-F	5. KPLX-F
6. KZEW-F	KZPS-F	6. KZEW-F	6. KLUV-F<	6. KLUV-F
7. KPLX-F	7. KSCS-F	7. KDLZ-F	7. KPLX-F	7.
8.	8. KEGL-F	8. KLUV-F	8. KRLD	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAAM	1310	Dallas	.9/2.4
KFJZ	870	Fort Worth	.6/1.1
KLDO	570	Dallas	.7/2.8
KSSA	1600	Plano	.3/ .9
KZRK-F	94.5	Gainesville	.5/1.7

RADIO STATIONS

AM STATIONS

KAAM, 1310, 5 KW (DA-N)	NOSTALGIA	,$ 45.00	(Durpetti)	Bonneville
KESS, 1270, 5 KW (DA-1)	HISPANIC	,$ 51.00	(Caballero)	
KFJZ, 870, 500 W (DAYS,DA)	NOSTALGIA	,$ 40.00	(---)	
KKDA, 730, 500 W (DAYS)	BLACK	APR,$ NA	(Katz)	
KHVN, 970, 1 KW/270 W	GOSPEL	NBN,$ 49.00	(K & P)	
KLDO, 570, 5 KW (DA-2)	OLDIES	US 1,$ 50.00	(MMR)	Anchor
KLIF, 1190, 50 KW/5 KW (DA-2)	TALK	NBC,$ 82.00	(Eastman)	Susquehanna
KPBC, 1040, 1 KW (DAYS)	RELIGION	,$ 45.00	(---)	Crawford
KRLD, 1080, 50 KW (DA-N)	NEWS	CBS,$190.00	(Katz)	Metropolitan
KSKY, 660, 10 KW/500 W (DA-N)	RELIGION	,$ 25.00	(---)	Broadcast Partner
KSVZ, 1540, 50 KW/1 KW (DA-2)	RELIGION	,$ 30.00	(---)	
KWJS, 1360, 5 KW/1 KW (DA-2)	RELIGION	,$ 35.00	(---)	Marsh
WBAP, 820, 50 KW	COUNTRY	ABC-I,$185.00	(Banner)	Cap Cities/ABC

FM STATIONS

KDLZ, 107.5, 100 KW @ 450, BLACK		US 1,$100.00	(K & P)	
KEGL, 97.1, 98 KW @ 1460, CHR		ABC-C,$160.00	(Torbet)	Sandusky
KHYI, 94.9, 33 KW @ 1509, CHR		,$132.00	(Christal)	Statewide
KKDA, 104.5, 100 KW @ 1585, BLACK/URBAN		APR,$170.00	(Katz)	
KLUV, 98.7, 100 KW @ 1585, OLDIES		US 2,$133.00	(Republic)	TK
KMEZ, 100.3, 100 KW @ 1280, BTFL/EZ		,$160.00	(Mc-Guild)	Summit
KMGC, 102.9, 100 KW @ 1572, AC		,$130.00	(Christal)	Shamrock
KOJO, 94.1, 100 KW @ 1585, RELIGION/CC		ABC-F,$103.00	(HNWH)	
KOAI, 106.1, 100 KW @ 1585, JAZZ/NEW AGE		,$125.00	(HNWH)	Gannett
KPLX, 99.5, 100 KW @ 1680, COUNTRY		APR,$205.00	(Eastman)	Susquehanna
KQZY, 105.3, 100 KW @ 1560, SOFT AC		,$124.00	(Group W)	Westinghouse
KSCS, 96.3, 100 KW @ 1680, COUNTRY		,$157.00	(Banner)	Cap Cities/ABC
KTXQ, 102.1, 100 KW @ 1420, AOR		ABC-R,$151.00	(CBS)	CBS
KVIL, 103.7, 100 KW @ 1470, AC		,$350.00	(Torbet)	Infinity
KZEW, 97.9, 100 KW @ 1680, CLASSIC ROCK		Source,$143.00	(MMR)	Anchor
KZPS, 92.5, 100 KW @ 1685, OLDIES		,$100.00	(Durpetti)	Bonneville
WRR , 101.1, 100 KW @ 1510, CLASSICAL		,$ 75.00	(CMBS)	City of Dallas

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DAYTON

Arbitron Rank/Pop (12+): 46/798,400

MSA Rank/Pop: 54/928,000
ADI # 48
Average Person Ratings: 15.4
Market TSL: 20.75 hours

Stations: 22/17
Diaries: 1174/680:1/56.2%
Sample Target: 1110
% Below Line: 16.7
% Not Listed: 8.6

1987 Revenue: $21,300,000
HH Inc.: $33,262
Retail $: 5.9 Bil
Pop per Station: 46,965
#1 Biller: WHIO $3,200,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTUE-F	(AOR)	173/14.1	12.8	13.4	13.0	12.4	13.3	216/2251	1779/22.3	21.4	21.3	95				WTUE-F
2. WGTZ-F	(CHR)	129/10.5	10.2	11.2	10.2	12.1	10.5	180/2760	1832/22.9	24.3	28.4	90				WGTZ-F
3. WHIO-F	(EZ)	122/10.0	12.8	11.8	10.8	13.2	11.4	168/2143	1556/19.5	23.5	20.9	68				WHIO-F
4. WHIO	(MOR)	113/ 9.2	9.7	8.5	8.5	9.2	9.0	119/1528	1411/17.7	16.7	18.3	59				WHIO
5. WVUD-F	(AC)	77/ 6.3	3.7	4.5	2.7	3.3	4.3	91/1063	928/11.6	10.0	8.6	159				WVUD-F
6. WONE	(C)	74/ 6.0	5.9	5.4	6.7	6.2	6.0	92/1218	902/11.3	10.1	12.0	110				WONE
7. WWSN-F	(AC)	73/ 6.0	5.4	6.0	6.9	5.3	6.1	79/1156	1000/12.5	13.1	12.5	162				WWSN-F
8. WLW	(MOR)	61/ 5.0	5.7	2.5	4.3	5.0	4.4	181/2679	933/11.7	12.3	13.0	92				WLW
9. WBVE-F	(C)	54/ 4.4	2.6	4.0	3.5	3.0	3.6	113/1426	658/ 8.2	7.6	7.6	141				WBVE-F
10. WBLZ-F	(B)	56/ 4.6	4.2	3.2	4.3	3.1	4.1	73/ 370	686/ 8.6	8.4	7.0	100				WBLZ-F
11. WYMJ-F	(AC)	38/ 3.1	4.4	4.3	5.4	4.7	4.3	41/1106	1007/12.6	14.6	15.0	81				WYMJ-F
12. WDAO	(B)	29/ 2.4	3.2	3.4	3.6	2.0	3.2	29/ 324	324/ 4.1	4.5	4.1	79				WDAO
13. WING	(O)	28/ 2.3	2.4	2.3	2.5	2.3	2.4	30/ 611	528/ 6.6	6.4	7.5	161				WING

12+ FM SHARE (METRO): 71.52% (801 of 1120) (SUM 87: 70.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGTZ-F>	1. WTUE-F>>	1. WTUE-F>	1. WTUE-F	1. WTUE-F	1. WHIO-F	1. WHIO	1. WHIO-F	1. WTUE-F>	1. WTUE-F	1. WHIO >
2. WTUE-F>>	2. WGTZ-F	2. WGTZ-F	2. WVUD-F<	2. WVUD-F<	2. WHIO	2. WTUE-F	2. WTUE-F>	2. WHIO-F<	2. WGTZ-F	2. WGTZ-F
3. WYMJ-F	3. WWSN-F	3. WWSN-F<	3. WWSN-F<	3. WWSN-F<	3. WONE >	3. WHIO-F	3. WGTZ-F<	3. WGTZ-F	3. WHIO >>	3. WONE
4.	4. WVUD-F	4. WVUD-F>	4. WGTZ-F<	4. WGTZ-F>	4. WVUD-F	4. WGTZ-F	4. WVUD-F	4. WWSN-F<	4. WWSN-F<	4. WLW
5.	5. WYMJ-F	5. WHIO-F	5. WHIO-F	5. WHIO-F<	5. WWSN-F	5. WONE	5. WWSN-F<	5. WVUD-F<	5. WHIO-F	5. WWSN-F
			6. WONE	6. WONE	6. WTUE-F	6. WVUD-F	6. WONE	6. WONE >>	6. WVUD-F	
				7. WHIO	7. WGTZ-F	7. WWSN-F	7. WHIO	7. WYMJ-F		
				8. WING	8. WDAO		8. WYMJ-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WGTZ-F	1. WTUE-F	1. WTUE-F>	1. WTUE-F	1. WTUE-F
WTUE-F>	2. WGTZ-F>	2. WGTZ-F	2. WGTZ-F	WWSN-F<
3. WBLZ-F>	3. WWSN-F	3. WWSN-F>	3. WWSN-F	3. WGTZ-F
4. WHIO-F	4. WVUD-F>	4. WVUD-F	4. WVUD-F	4. WVUD-F
5. WVUD-F	5. WHIO-F	5. WBLZ-F	5. WHIO-F>	5. WONE
WKSW-F	6. WYMJ-F	6. WBVE-F	6. WONE	6. WHIO-F>>
7. WWSN-F	7. WKSW-F	7. WYMJ-F		7. WING
WYMJ-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTUE-F>>	1. WTUE-F>>	1. WTUE-F>>	1. WTUE-F>>	1. WTUE-F>
2. WGTZ-F>	2. WGTZ-F>	2. WGTZ-F	2. WGTZ-F	2. WVUD-F
3. WYMJ-F	3. WVUD-F	3. WVUD-F	3. WVUD-F	3. WWSN-F
4. WLW	WWSN-F	4. WWSN-F	4. WWSN-F	4. WGTZ-F
5. WBVE-F>	5. WYMJ-F	5. WBLZ-F>	5. WHIO	5. WHIO
6. WWSN-F		6. WBVE-F	6. WYMJ-F	6. WHIO-F
WBLZ-F		7. WLW	7. WHIO-F	7. WONE-F
				8. WING

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZU-F	102.9	Springfield	.7/2.6
WBLY	1600	Springfield	.7/2.3
WFCJ-F	93.7	Miamisburg	.8/3.4
WIZE	1340	Springfield	.4/2.1
WKSW-F	101.7	Urbana	1.2/1.4
WPFB-F	105.9	Middletown	1.1/2.6
WPTW-F	95.7	Piqua	1.3/2.3
WIMT-F	102.1	Lima	.8/1.4
WOFX-F	94.9	Fairfield	.5/1.7

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	, BLACK	SBN,$ 30.00	(Eastman)		
WHIO, 1290, 5 KW (DA-N)	, MOR	CBS,$ 70.00	(Torbet)	Cox	
WING, 1410, 5 KW (DA-N)	, OLDIES	MBS,ABC-I,$ 32.00	(Katz)	Great Trails	
WONE, 980, 5 KW (DA-N)	, COUNTRY	MBS,ABC-D,$ 50.00	(Mc-Guild)	Summit	
WHIO-F, 99.1, 50 KW @ 1060, BTFL/EZ		,$ 80.00	(Torbet)	Cox	
WTUE-F, 104.7, 50 KW @ 780, AOR		,$ 83.00	(Mc-Guild)	Summit	
WVUD-F, 99.9, 50 KW @ 500, SOFT AC		CBS-R,$ 36.00	(Republic)	University of Dayton	
WWSN-F, 107.7, 50 KW @ 420, AC		,$ 64.00	(Eastman)	Stoner	
WYMJ-F, 103.9, 1.5 KW @ 528, AC		US 1,$ 43.00	(Banner)	Malkan	
WGTZ-F, 92.9, 40 KW @ 590, CHR		,$ 70.00	(Katz)	Great Trails	
WFCJ-F, 93.7, 50 KW @ 492, RELIGION		APR,$ 13.00	(---)		(MIAMISBURG)
WPFB-F, 105.9, 34 KW @ 590, COUNTRY (?)		MBS,$ 19.00	(---)		(MIDDLETOWN)

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DENVER

Arbitron Rank/Pop (12+): 24/1,570,700

MSA Rank/Pop: 27/1,890,000
ADI # 19

Average Person Ratings: 17.3
Market TSL: 23.0 hours

Stations: 30/30
Diaries: 1562/1006:1/51.2%
Sample Target: 1490
% Below Line: 0
% Not Listed: 9.9

1987 Revenue: $59,100,000
HH Inc.: $36,329
Retail $: 14.6 Bil
Pop per Station: 52,357
#1 Biller: KOA $7,300,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBCO A/F	(AOR)	239/8.8	6.0	8.1	7.2	7.9	7.5	254/2703	2314/14.7	13.2	14.0	133				KBCO A/F
2. KRXY A/F	(CHR)	194/7.1	8.0	6.9	7.6	9.2	7.4	196/3299	3082/19.6	19.6	22.1	89				KRXY A/F
3. KXKL-F	(O)	192/7.1	6.9	4.5	4.8	2.7	5.8	227/2820	2346/14.9	12.9	6.2	138				KXKL-F
4. KOSI-F	(EZ)	185/6.8	7.2	6.6	7.8	8.9	7.1	221/2658	2279/14.5	14.9	16.6	71				KOSI-F
5. KAZY-F	(AOR)	176/6.5	6.0	6.3	5.8	5.5	6.2	241/2787	2159/13.7	12.3	13.7	82				KAZY-F
6. KBPI-F	(AOR)	164/6.0	6.2	7.7	5.2	5.9	6.3	182/2806	2510/16.0	14.9	17.5	63				KBPI-F
7. KOA	(N/T)	161/5.9	6.6	6.9	7.4	6.5	6.7	244/3930	2713/17.3	17.9	17.0	68				KOA
8. KQKS-F	(CHR)	127/4.7	3.5	2.9	1.7	1.3	3.2	139/2246	1957/12.5	11.3	4.5	38				KQKS-F
9. KYGO-F	(C)	115/4.2	5.9	5.5	5.8	3.8	4.1	160/2041	1601/10.2	12.5	9.7	17				KYGO-F
10. KMJI-F	(AC)	114/4.2	5.7	5.4	4.4	5.5	4.9	130/1990	1807/11.5	12.8	14.6	143				KMJI-F
11. KOAQ-F	(AC)	111/4.1	3.6	4.1	3.1	4.0	3.7	141/2697	2212/14.1	13.2	13.6	137				KOAQ-F
12. KVOD-F	(CL)	94/3.5	2.2	3.2	3.0	1.6	3.0	109/1483	1383/ 8.8	5.5	5.9	91				KVOD-F
13. KHOW	(MOR)	81/3.0	2.7	2.5	3.4	3.5	2.9	99/1570	1277/ 8.1	7.2	8.4	117				KHOW
14. KLZ	(C)	77/2.8	3.3	3.6	3.5	4.3	3.3	112/1370	902/ 5.7	6.8	9.4	100				KLZ
15. KEZW	(BB)	55/2.0	2.0	2.6	2.1	2.1	2.2	57/ 720	634/ 4.0	4.1	4.7	20				KEZW
16. KHIH-F	(J/NA)	50/1.8	2.2	1.8	2.5	2.0	2.1	50/ 904	865/ 5.5	6.7	6.1	161				KHIH-F
17. KSYY-F	(AC)	46/1.7	2.9	2.8	3.3	2.2	2.7	48/ 790	751/ 4.8	7.0	7.1	147				KSYY-F
18. KBPI	(T)	45/1.7	1.9	2.8	2.4	3.1	2.2	48/ 904	830/ 5.3	5.5	7.9	94				KBPI
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 74.49% (1822 of 2446) (SUM 87: 72.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KQKS-F>>	1. KBCO-F+<	1. KBCO-F	1. KBCO-F+	1. KBCO-F+	1. KOSI-F	1. KBCO-F+	1. KBCO-F+	1. KBCO-F+	1. KBPI-F<	1. KOA
2. KRXY-F+	2. KAZY-F	2. KXKL-F	2. KXKL-F	2. KXKL-F	2. KOA	2. KOA	2. KXKL-F	2. KRXY-F+	2. KRXY-F+	2. KBCO-F
3. KBPI-F>>	3. KRXY-F+	3. KAZY-F	3. KRXY-F+	3. KRXY-F+<	3. KXKL-F<	3. KRXY-F+	3. KAZY-F<	3. KXKL-F	3. KBCO-F+	KOSI-F<
4.	4. KBPI-F	4. KRXY-F+	4. KMJI-F	4. KMJI-F	4. KVOD-F	4. KOSI-F	4. KOSI-F	4. KAZY-F	4. KAZY-F	4. KRXY-F
5.	5. KXKL-F	5. KBPI-F	5. KOAQ-F	5. KOAQ-F	5. KHOW	5. KXKL-F<	5. KOAQ-F	5. KOSI-F	5. KQKS-F	5. KAZY-F
6.	6. KMJI-F	6. KMJI-F	6. KAZY-F	6. KAZY-F<	6. KLZ	6. KHOW	6. KRXY-F+	6. KBPI-F	6. KOSI-F	6. KBPI-F
7.	7.	7. KOAQ-F	7.	7. KYGO-F+	7. KBCO-F+	7. KBPI-F	7. KBPI-F	7.	7. KOA	7. KLZ
8.	8.	8.	8.	8.	8.	8. KAZY-F	8. KMJI-F<	8.	8. KXKL-F	8.
9.	9.	9.	9.	9.	9.	9.	9. KQKS-F	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10. KYGO-F	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KBCO-F+	1. KBCO-F+	1. KBCO-F+	1. KXKL-F	1. KXKL-F
2. KRXY-F+	2. KRXY-F+	2. KXKL-F<	2. KBCO-F+	2. KMJI-F<
3. KQKS-F	3. KXKL-F	3. KMJI-F	3. KRXY-F+	3. KBCO-F+
4. KBPI-F>	4. KMJI-F	4. KRXY-F+	4. KMJI-F	4. KRXY-F+
5. KXKL-F	5. KOAQ-F	5. KOAQ-F>	5. KOAQ-F	5. KYGO-F
6. KAZY-F	6. KBPI-F	6. KAZY-F	6.	6. KOAQ-F
7.	7. KAZY-F	7. KBPI-F	7.	7. KOSI-F
8.	8. KQKS-F	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KAZY-F>>	1. KAZY-F	1. KBCO-F+>	1. KBCO-F+	1. KBCO-F+>
2. KBPI-F>>	2. KBCO-F+	2. KAZY-F>	2. KAZY-F	2. KXKL-F
3. KRXY-F+>	3. KBPI-F	3. KRXY-F	3. KBPI-F<	3. KAZY-F>
4. KBCO-F+	4. KRXY-F+	4. KBPI-F	4. KXKL-F	4. KOAQ F
KDZR	5. KXKL-F	5. KXKL-F	5. KRXY-F+	KRXY-F
6. KQKS-F	6.	6. KMJI-F	6.	6. KBPI-F
7. KXKL-F	7.	KOAQ-F	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KADX-F	92.1	Castle Rock	.5/2.1
KBNO	1220	Denver	.6/1.5
KDEN	1340	Denver	.6/3.3
KDKO	1510	Littleton	1.1/2.4
KDZR	1390	Denver	1.1/1.9
KRZN	1150	Englewood	1.1/4.4
KTCL-F	93.3	Ft. Collins	1.2/2.7
KXKL	1280	Denver	.5/2.4
KYBG	1090	Aurora	.6/2.6
KYGO	950	Denver	1.0/2.7

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW	, HISPANIC		,$ 30.00	(Lotus)	
KDEN, 1340, 1 KW	, TALK	MBS,ABC-E,	$ 35.00	(Savalli)	
KDKO, 1510, 10 KW/1 KW (DA-1)	, BLACK		,$ 42.00	(Banner)	SRO
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN,	$ 46.00	(Group W)	Westinghouse
KHOW, 630, 5 KW (DA-N)	, MOR	MBS,	$ 88.00	(Republic)	Legacy
KLZ , 560, 5 KW (DA-I)	, COUNTRY	ABC-I,	$ 70.00	(Mc-Guild)	Summit
KBPI, 710, 5 KW (DA-N)	, AOR	NBC,	$ 65.00	(Durpetti)	Sandusky
KOA , 850, 50 KW	, NEWS/TALK	CBS,ABC-I,	$125.00	(Eastman)	Jacor
KQXI, 1550, 10 KW (DAYS)	, RELIGION		,$ 15.00	(---)	Mid-America
KRKS, 990, 5 KW/390 W (DA-N)	, RELIGION		,$ 12.00	(---)	
KRZN, 1150, 5 KW/1 KW (DA-2)	, OLDIES		,$ 37.00	(Christal)	Genesis
KLSC, 1090, 50 KW 500 W (DA-2)	, ? ?		,$ 30.00	(---)	Century
KXKL, 1280, 5 KW (DA-2)	, OLDIES	MBS,	$ NA	(Durpetti)	Shamrock
KYGO, 950, 5 KW (DA-N)	, COUNTRY	US 1,	$ NA	(Banner)	Jeff-Pilot

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR		ABC-R,	$ 88.00	(Mc-Guild)	Summit	
KBCO, 97.3, 100 KW @ 1541, AOR			,$169.00	(MMR)	Noble	(BOULDER)
KBPI, 105.9, 100 KW @ 900, AOR		Source,	$105.00	(Durpetti)	Sandusky	
KHIH, 94.7, 100 KW @ 990, JAZZ/NEW AGE			,$ 57.00	(Banner)	SRO	(BOULDER)
KMJI, 100.3, 100 KW @ 500, AC			,$110.00	(Christal)	Genesis	
KOAQ, 103.5, 100 KW @ 1061, AC		ABC-E,	$ 83.00	(Eastman)	Jacor	
KOST, 101.1, 100 KW @ 790, BTFL/EZ			,$109.00	(Group W)	Westinghouse	
KQKS, 104.3, 100 KW @ 980, CHR			,$ 50.00	(HNWH)	Western Cities	(LONGMONT)
KRXY, 107.5, 100 KW @ 670, CHR		ABC-F,	$107.00	(Katz)	Cap Cities/ABC	
KSYY, 95.7, 100 KW @ 725, SOFT AC		MBS,Trans,	$ 81.00	(Republic)	Legacy	
KVOD, 99.5, 100 KW @ 380, CLASSICAL			,$ 89.00	(MMR)	Henry	
KXKL, 105.1, 100 KW @ 1200, OLDIES		MBS,	$ 78.00	(Durpetti)	Shamrock	
KYGO, 98.5, 100 KW @ 720, COUNTRY			,$ 94.00	(Banner)	Jeff-Pilot	
KADX, 92.1, 720 W @ 620, JAZZ		APR,	$ 36.00	(HNWH)	Century	(CASTLE ROCK)

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DETROIT

Arbitron Rank/Pop (12+): 6/3,576,200

MSA Rank/Pop: 5/4,640,000
ADI # 7

Average Person Ratings: 17.8
Market TSL: 23.5 hours

Stations: 34/27
Diaries: 2356/1518:1/50.2%
Sample Target: 2310
% Below Line: 7.0
% Not Listed: 7.4

1987 Revenue: $96,000,000
HH Inc.: $35,744
Retail $: 31.1 Bil
Pop per Station: 132,452
#1 Biller: WJR $18,600,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJR	(MOR)	787/12.4	10.6	10.0	10.8	13.7	11.0	1046/13476	9898/27.7	24.1	28.6	75				WJR
2. WJLB-F	(B)	498/ 7.8	7.9	8.5	8.6	7.8	8.2	514/ 5790	5519/15.4	14.2	14.2	87				WJLB-F
3. WHYT-F	(EZ)	340/ 5.3	5.8	5.9	6.2	5.4	5.8	346/ 4451	4139/11.6	12.5	12.1	75				WHYT-F
4. WJOI-F	(CHR)	326/ 5.1	4.6	4.9	4.7	4.8	3.9	366/ 7360	6703/19.7	18.0	17.4	91				WJOI-F
5. WWJ	(N/T)	310/ 4.9	4.3	4.7	4.9	4.8	4.7	324/ 5353	4947/13.8	15.1	13.0	69				WWJ
6. WNIC-F	(AC)	304/ 4.8	3.9	3.6	4.1	3.8	4.1	316/ 5475	5069/14.2	13.2	12.1	123				WNIC-F
7. WWWW-F	(C)	288/ 4.5	4.1	4.0	4.1	4.1	4.2	311/ 3871	3573/10.0	9.9	9.5	124				WWWW-F
8. WCZY-F	(CHR)	255/ 4.0	4.6	5.5	4.3	4.7	4.6	275/ 6996	6212/17.4	18.1	18.3	103				WCZY-F
9. WLLZ-F	(AOR)	243/ 3.8	4.9	4.6	4.5	4.6	4.5	259/ 5024	4632/13.0	13.6	12.9	100				WLLZ-F
10. WXYT	(T)	206/ 3.2	3.2	3.1	4.0	3.5	3.4	212/ 2585	2502/ 7.0	7.3	8.5	59				WXYT
11. CKLW	(BB)	204/ 3.2	4.6	3.6	3.2	3.6	3.7	251/ 3784	3077/ 8.6	9.0	8.4	38				CKLW
WOMC-F	(AC)	204/ 3.2	2.6	2.9	4.0	3.8	2.7	217/ 3742	3512/ 9.8	7.8	10.0	141				WOMC-F
13. WDFX-F	(CHR)	199/ 3.1	3.4	2.8	2.4	1.8	2.4	203/ 4338	4085/11.4	12.7	8.4	45				WDFX-F
14. WKSG-F	(O)	198/ 3.1	2.0	1.9	2.3	2.1	2.3	198/ 2866	2834/ 7.9	6.6	6.6	155				WKSG-F
15. WCSX-F	(AOR)	193/ 3.0	3.3	4.7	3.7	3.8	3.8	214/ 4283	3766/10.5	10.6	11.8	137				WCSX-F
16. WRIF-F	(AOR)	192/ 3.0	3.4	3.4	3.9	3.9	3.4	231/ 5568	4698/13.1	13.6	13.6	103				WRIF-F
17. WLTI-F	(AC)	157/ 2.5	2.6	2.8	3.3	2.7	2.8	177/ 2676	2407/ 6.7	6.7	6.2	132				WLTI-F
18. WGPR-F	(B)	106/ 1.7	1.5	1.1	1.3	1.3	1.4	109/ 1948	1864/ 5.2	5.8	4.5	118				WGPR-F
WJZZ-F	(J)	106/ 1.7	2.1	1.5	2.1	1.8	1.9	113/ 2114	1906/ 5.3	7.0	5.8	141				WJZZ-F
20. CKMR-F	(AC/O)	94/ 1.5	.9	1.0	1.2	1.1	1.2	108/ 2442	2076/ 5.8	4.1	4.3	147				KCMR-F
21. WQBH	(B)	87/ 1.4	1.0	1.2	1.0	1.3	1.2	87/ 1079	1079/ 3.0	3.1	3.0	107				WQBH
22. WCXI	(C)	81/ 1.3	1.8	1.3	1.3	1.6	1.4	109/ 1447	1213/ 3.4	5.3	3.6	85				WCXI
23. WQRS-F	(CL)	75/ 1.2	1.5	1.9	1.5	1.6	1.5	79/ 1670	1462/ 4.1	4.3	4.8	125				WQRS-F
24. WMUZ-F	(R)	69/ 1.1	.8	1.2	.7	.7	1.0	72/ 1379	1261/ 3.5	2.7	3.2	136				WMUZ-F
25. WCHB	(B/R)	67/ 1.1	.9	.9	1.1	1.1	1.0	67/ 1074	1074/ 3.0	3.0	2.4	145				WCHB

12+ FM SHARE (METRO): 68.30% (4027 of 5896) (SUM 87: 65.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WJLB-F	1. WJLB-F	1. WJLB-F	1. WJR	1. WJR	1. WJR >>1. WJR >		1. WJR	1. WJR <	1. WJR >>1. WJR	
2. WHYT-F	2. WHYT-F	2. WJR	2. WJLB-F	2. WJLB-F	2. WWJ	2. WWJ	2. WJOI-F<	2. WJLB-F	2. WJLB-F>	2. WJLB-F>>
3. WDFX-F>	3. WLLZ-F	WNIC-F	3. WNIC-F	3. WNIC-F<	3. WJOI-F	3. WJLB-F	3. WJLB-F	3. WHYT-F<	3. WNIC-F	3. WNIC-F
4. WCZY-F	4. WNIC-F	4. WHYT-F	4. WHYT-F<	4. WWWW-F	4. CKLW	4. WCZY-F	4. WWWW-F	4. WWWW-F<	4. WHYT-F	4. WWJ
5. WLLZ-F	5. WCZY-F<	5. WLLZ-F	5. WKSG-F	5. WHYT-F	5. WWWW-F	5. WNIC-F	5. WHYT-F	5. WJOI-F	5. WDFX-F<	5. WGPR-F
6. WIOG-F	6. WCSX-F<	6. WCZY-F	6. WWWW-F	WKSG-F	6. WXYT-F	6. WLLZ-F	6. WNIC-F	6. WWJ	6. WCLZ-F	6. WXYT-F
7. WNIC-F	7. WRIF-F	7. WCSX-F	7. WOMC-F	7. WOMC-F	7. WJLB-F	7. WWWW-F	7. WWJ	7. WCZY-F	WXYT-F	7. CKLW
WRIF-F	8. WKSG-F<	WKSG-F	8. WCSX-F<	8. WCSX-F	8. WNIC-F	8. WHYT-F<	8. WKSG-F<	8. WDFX-F	8. WJOI-F	8. WWWW-F
9. WJR	9. WOMC-F	9. WWWW-F<	9. WCZY-F<	WCZY-F	9. WLTI-F	9. WJOI-F<	9. WLTI-F	9. WLLZ-F<	9. WGPR-F<	9. WLLZ-F<
10.	10. WDFX-F	10. WOMC-F	10. WLLZ-F	10. WJOI-F	WOMC-F	10. WXYT	10. CKLW	10. WNIC-F	10. WRIF-F	10. WJZZ-F
	WWWW-F			WLLZ-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WJLB-F	1. WJLB-F	1. WNIC-F	1. WJLB-F	1. WNIC-F
2. WHYT-F	2. WHYT-F	2. WHYT-F	2. WNIC-F<	2. WJLB-F
3. WCZY-F	3. WNIC-F	3. WJLB-F	3. WHYT-F>	WJR
4. WDFX-F	4. WCZY-F	4. WOMC-F	4. WCZY-F	4. WHYT-F
5. WNIC-F	5. WOMC-F	5. WCZY-F	5. WJR	5. WWWW-F
6. WLLZ-F	6. WCSX-F	6. WKSG-F	6. WLTI-F	6. WOMC-F
7. WLTI-F	WDFX-F	7. WCSX-F	7. WOMC-F	7. WJOI-F
8. WGPR-F	WKSG-F	8. WWWW-F	8. WKSG-F	WLTI-F
9. WCSX-F	9. WLLZ-F	9. WGPR-F	WWWW-F	9. WCZY-F<
10. WKSG-F	10. WLTI-F	10. WLTI-F	10. WDFX-F	10. WKSG-F
WDFX-F			WJOI-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WJLB-F	1. WLLZ-F	1. WLLZ-F	1. WJLB-F<	1. WJR
2. WLLZ-F	2. WJLB-F	2. WCSX-F	2. WLLZ-F	2. WJLB-F
3. WRIF-F	3. WRIF-F	3. WRIF-F	3. WJR	WLLZ-F
4. WCSX-F	4. WCSX-F	4. WJR	4. WRIF-F	4. WKSG-F
WDFX-F	5. WHYT-F	5. WJLB-F	5. WCSX-F	WWWW-F<
WHYT-F	WWWW-F	6. WWWW-F<	6. WKSG-F	6. WCSX-F
7. WNIC-F	7. WJR <	7. WKSG-F	7. WWWW-F	7. WRIF-F
8. WWWW-F	8. WCZY-F	8. WCZY-F	8. WCZY-F	8. WWJ
9. WCZY-F	9. WKSG-F	9. WHYT-F	9. WHYT-F	9. WCZY-F
10. WOMC-F	WNIC-F	10. WVAE-F	WNIC-F	10. WNIC-F

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEXL	1340	Royal Oak	.4/1.5
WHND	560	Monroe	.7/2.2
WMTG	1310	Dearborn	.9/2.4
WVAE-F	92.3	Detroit	1.1/4.5
CJOM-F	88.7	Windsor	.5/3.3
WCRZ-F	107.9	Flint	.3/ .7
WIOG-F	102.5	Bay City	.6/1.6
WKKO-F	99.9	Toledo	.4/ .6

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	APR,$ 70.00	(Christal)	Shamrock	
WHND, 560, 500 W (DAYS,DA)	, OLDIES	US 1,$ NA	(Mc-Guild)	:&mjgm& pm©va	(MONROE)
WJR , 760, 50 KW	, MOR/VARIETY	ABC-I,$225.00	(Katz)	Cap Cities/ABC	
WMTG, 1310, 5 KW (DA-2)	, OLDIES	SMN,$ 40.00	(Durpetti)	Fairmont	
WQBH, 1400, 1 KW	, BLACK	,$ 56.00	(Patt)		
WWJ , 950, 5 KW (DA-N)	, NEWS	CBS,$155.00	(Eastman)	Federal	
WXYT, 1270, 5 KW	, TALK	MBS,NBC,$100.00	(Roslin)		
WCAR, 1090, 250 W/500 W (DA-2)	, ETHNIC	,$ 23.00	(---)	Wolpin	(LIVONIA)
WCHB, 1440, 1 KW	, BLACK/GOSPEL	NBN,$ 43.00	(Torbet)		(INKSTER)
CKLW, 800, 50 KW (DA-2)	, NOSTALGIA	,$ 75.00	(Republic)		(WINDSOR, ONT)

FM STATIONS

WCSX, 94.7, 10 KW @ 950, CLASSIC ROCK	US 1,$105.00	(Mc-Guild)	Greater Media	
WCZY, 95.5, 100 KW @ 430, CHR	,$154.00	(HNWH)	Broadcast Partners	
WDTX, 99.5, 21 KW @ 754, CONTEMP	CBS-R,$ 93.00	(Torbet)	Hoker	
WGPR, 107.5, 50 KW @ 360, BLACK	SBN,$ 60.00	(Lazar)		
WHYT, 96.3, 20 KW @ 780, CHR	ABC-C,$158.00	(Katz)	Cap Cities/ABC	
WJLB, 97.9, 50 KW @ 490, BLACK	,$160.00	(MMR)	Booth	
WJOI, 97.1, 12 KW @ 802, BTFL/EZ	,$147.00	(Eastman)	Federal	
WJZZ, 105.9, 20 KW @ 724, JAZZ	,$ 78.00	(Torbet)		
WKSG, 102.7, 50 KW @ 500, OLDIES	ABC-E,$ 97.00	(Roslin)	Ragan Henry	
WLLZ, 98.7, 50 KW @ 480, AOR	ABC-F,$150.00	(Banner)	Legacy	
WLTI, 93.1, 20 KW @ 500, SOFT AC	,$109.00	(CBS)	Viacom	
WMUZ, 103.5, 50 KW @ 500, RELIGION	,$ 40.00	(---)	Crawford	
WNIC, 100.3, 50 KW @ 400, AC	,$163.00	(Durpetti)	Fairmont	
WOMC, 104.3, 190 KW @ 416, AC	US 2,$152.00	(Republic)	Infinity	
WQRS, 105.1, 18 KW @ 782, CLASSICAL	,$ 90.00	(CMBS)	Marlin	
WRIF, 101.1, 27 KW @ 880, AOR	ABC-R,$128.00	(Republic)	Great American	
WVAE, 92.3, 21 KW @ 742, JAZZ/NEW AGE	,$ 88.00	(Roslin)		
WWWW, 106.7, 61 KW @ 508, COUNTRY	APR,$143.00	(Christal)	Shamrock	
CKLW, 93.9, 100 KW @ 700, AC/OLDIES	,$ 60.00	(Republic)		(WINDSOR, ONT)

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EL PASO

Arbitron Rank/Pop (12+): 79/437,000

MSA Rank/Pop: 88/567,000
ADI # 104
Average Person Ratings: 17.6
Market TSL: 23.75 hours

Stations: 18/17
Diaries: 851/514:1/54.4%
Sample Target: 800
% Below Line: 0.7
% Not Listed: 6.1

1987 Revenue: $11,500,000
HH Inc.: $28,241
Retail $: 2.7 Bil
Pop per Station: 25,706
#1 Biller: KHEY A/F $3,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KLAQ-F	(AOR)	123/16.0	10.6	10.3	11.4	11.6	12.1	167/1630	1166/26.7	20.6	22.5	86				KLAQ-F
2. KPRR-F	(CHR)	90/11.7	13.1	8.6	6.1	7.1	9.9	93/1097	1061/24.3	23.9	17.7	46				KPRR-F
3. KEZB-F	(CHR\	71/ 9.2	8.7	10.3	10.0	14.2	9.6	84/1401	1189/27.2	25.2	31.5	74				KEZB-F
4. KHEY-F	(C)	65/ 9.4	10.0	10.5	9.3	7.2	9.6	80/1037	784/17.9	21.4	18.8	127				KHEY-F
5. KBNA A/F	(SP)	63/ 8.2	8.4	8.7	8.0	5.7	8.3	66/ 836	781/17.9	15.4	13.0	120				KBNA A/F
6. KAMA	(SP)	51/ 6.6	5.1	6.7	9.1	6.0	6.9	55/ 609	526/12.0	11.7	11.9	95				KAMA
7. KAMZ-F	(CHR)	47/ 6.1	5.9	6.8	7.0	7.7	6.5	47/1030	959/21.9	18.6	24.0	107				KAMZ-F
KOFX-F	(AL/SP)	47/ 6.1	5.1	3.4	5.3	6.3	5.0	50/ 761	619/14.2	13.8	15.5	146				KOFX-F
9. KTSM-F	(N/T)	38/ 4.9	6.5	6.4	7.0	6.3	6.2	55/ 689	564/12.9	11.8	14.0	82				KTSM-F
10. KROD	(O)	32/ 4.2	2.6	2.4	2.6	3.0	3.0	33/ 509	427/ 9.8	8.0	9.5	121				KROD
11. KLTO-F	(AC)	29/ 3.8	3.7	4.9	5.7	5.2	4.5	42/ 602	479/11.0	12.8	13.5	161				KLTO-F
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 78.42% (567 of 723) (SUM 87: 78.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPRR-F>>	1. KLAQ-F>>	1. KLAQ-F>>	1. KLAQ-F>	1. KLAQ-F	1. KBNA-F+<	1. KLAQ-F	1. KLAQ-F>	1. KLAQ-F>	1. KPRR-F	1. KLAQ-F
2. KEZB-F>	2. KPRR-F	2. KPRR-F	2. KBNA-F+	2. KHEY-F	2. KAMA	2. KHEY-F	2. KHEY-F	2. KPRR-F	2. KLAQ-F>	2. KPRR-F
3. KLAQ-F	3. KEZB-F	3. KHEY-F<	3. KOFX-F	3. KBNA-F+	3. KHEY-F	3. KBNA-F+	3. KPRR-F<	3. KEZB-F	3. KEZB-F	3. KHEY-F
4.	4. KHEY-F	4. KBNA-F	4. KHEY-F>	4. KOFX-F	4. KTSM-F	4. KAMA	4. KEZB-F	4 KHEY-F	4. KBNA-F+	4. KHEY
5.	5. KAMZ-F	5. KEZB-F<	5. KEZB-F	5. KEZB-F	5.	5. KEZB-F	5. KOFX-F	5. KAMZ-F<	5. KHEY-F	5.
	6. KOFX-F	6. KOFX-F	6. KAMZ-F	6. KAMZ-F		6. KPRR-F	6. KBNA-F+	6. KBNA-F+	6. KAMZ-F	
			KLTO-F	7. KAMA		7. KAMZ-F	7. KAMA		KROD	
				8. KLTO-F		8. KOFX-F	8. KAMZ-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KLAQ-F	1. KLAQ-F	1. KOFX-F	1. KBNA-F+	1. KBNA-F+
2. KPRR-F>>	2. KPRR-F	2. KHEY-F	KLAQ-F	2. KHEY-F
3. KAMZ-F	3. KAMZ-F	3. KLAQ-F	KPRR-F	3. KOFX-F
KEZB-F	KHEY-F	4. KAMZ-F	4. KHEY-F	4. KAMZ-F
5. KHEY-F	5. KEZB-F	5. KEZB-F	5. KAMZ-F	5. KPRR-F
6. KBNA-F+	KOFX-F	6. KBNA-F+	6. KOFX-F	6. KAMA
		KPRR-F		7. KLAQ-F
				KTSM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLAQ-F>>	1. KLAQ-F>>	1. KLAQ-F>>	1. KLAQ-F>>	1. KLAQ-F
2. KPRR-F>	2. KEZB-F	2. KEZB-F	2. KHEY-F	2. KEZB-F
3. KEZB-F>	3. KPRR-F	3. KOFX-F	3. KEZB-F	KHEY-F
4. KHEY-F	4.	4. KAMZ-F	4. KOFX-F	4. KBNA-F+
5.	5.	5. KHEY-F	KPRR-F	5. KAMA
		KLTO-F		
		7. KBNA-F+		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KELP	1590	El Paso	.5/1.7
KEZB	1150	El Paso	.6/2.1
KVIV	1340	El Paso	1.0/3.1
XROK	800	Ciudad Juarez	.6/3.1

RADIO STATIONS

KAMA, 750, 10 KW/1 KW (DA-2)	, HISPANIC	,$ 33.00	(Caballero) Pinnacle
KBNA, 920, 1 KW/500 W (DA-N)	, HISPANIC	,$ NA	(Katz Hisp.) Tichenor
KHEY, 690, 10 KW (DA-2)	, COUNTRY	ABC-I,$ 35.00	(Katz)
KROD, 600, 5 KW (DA-N)	, AC	CBS-R,$ 22.00	(HNWH)
KTSM, 1380, 5 KW/500 W	, TALK/NEWS	CBS,NBC,$ 25.00	(HNWH)
KVIV, 1340, 1 KW	, HISPANIC	,$ 19.00	(Lotus)

KAMZ-F, 93.1, 30 KW @ 1190, CHR	,$ 44.00	(Eastman)	Pinnacle
KBNA-F, 97.5, 60 KW @ 1080, HISPANIC	,$ 30.00	(Katz Hisp.)	Tichenor
KEZB-F, 93.9, 100 KW @ 1210, CHR	ABC-F,$ 52.00	(Christal)	
KHEY-F, 96.3, 100 KW @ 1388, COUNTRY	,$ 70.00	(Katz)	
KLAQ-F, 95.5, 88 KW @ 1390, AOR	Source,$ 57.00	(HNWH)	
KLTO-F, 94.7, 91 KW @ 1080, AC	,$ 34.00	(Republic)	
KOFX-F, 92.3, 100 KW @ 1860, AC/HISPANIC	US 1,$ 28.00	(Mc-Guild)	
KPRR-F, 102.1, 100 KW @ 1190, CHR	US 2,$ 32.00	(Banner)	
KTSM-F, 99.9, 100 KW @ 1820, BTFL/EZ	CBS,NBC,$ 31.00	(HNWH)	

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FRESNO

Arbitron Rank/Pop (12+): 73/485,100

MSA Rank/Pop: 82/597,000
ADI # 63

Average Person Ratings: 14.3
Market TSL: 19.5

Stations: 26/25
Diaries: 861/563:1/44.2%
Sample Target: 840
% Below Line: 0.7
% Not Listed: 13.4

1987 Revenue: $17,400,000
HH Inc.: $33,709
Retail $: 3.4 Bil
Pop per Station: 19,404
#1 Biller: KMJ $2,200,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMGX-F	(CHR)	64/9.2	9.0	9.9	8.4	9.0	9.1	99/1297	936/19.3	19.0	20.9	65				KMGX-F
2. KMJ	(N/T)	61/8.8	9.5	10.0	8.4	8.5	9.2	103/1400	825/17.0	17.0	16.0	72				KMJ
3. KKDJ-F	(AOR)	53/7.7	7.6	6.6	6.9	5.9	7.2	89/1070	614/12.7	13.8	12.8	99				KKDJ-F
4. KFSO-F	(AC)	49/7.1	5.9	4.5	1.8	1.7	4.8	84/1044	552/13.6	11.9	6.3	158				KFSO-F
5. KOJY-F	(EZ)	47/6.8	6.4	6.8	7.8	7.6	7.0	83/1030	534/11.0	11.7	11.1	84				KOJY-F
6. KYNO-F	(CHR)	43/6.2	5.3	7.6	7.8	6.5	6.7	53/1037	355/17.6	16.5	19.9	42				KYNO-F
7. KNAX-F	(C)	38/5.5	5.9	6.7	6.7	9.1	6.2	49/ 695	538/11.1	11.4	14.0	153				KNAX-F
8. KBOS-F	(CHR)	31/4.5	5.7	6.8	5.4	3.2	5.6	78/1411	643/ 3.3	15.9	13.2	29				KBOS-F
9. KFIG A/F	(AC)	30/4.3	4.6	4.8	4.4	4.9	4.5	36/ 810	698/ [illegible]	13.8	14.0	116				KFIG A/F
10. KFRE-F	(C)	23/3.3	2.7	3.3	3.4	4.4	3.2	72/ 941	383/ [illegible]	8.1	7.5	127				KFRE-F
11. KGST	(SP)	22/3.2	5.0	2.4	4.7	2.9	3.8	24/ 408	325/ 6.7	5.3	5.6	116				KGST
12. KCLQ-F	(AOR)	20/2.9	4.6	2.5	3.5	3.9	3.4	52/ 640	339/ 7.0	10.2	10.4	152				KCLQ-F
KXEX	(SP)	20/2.9	.6	1.2	2.7	5.2	1.9	26/ 409	337/ 6.9	2.5	5.9	128				KXEX
14. KFRE	(C)	16/2.3	2.4	3.6	4.0	2.0	3.1	36/ 526	233/ 4.8	5.5	5.1	113				KFRE
KFYE-F	(AC)	16/2.3	2.3	2.3	2.1	3.0	2.3	53/ 845	361/ 7.4	8.2	10.8	135				KFYE-F
16. KTHT-F	(AC)	11/1.6	2.5	1.6	2.7	3.1	2.1	17/ 471	317/ 6.5	8.5	8.6	144				KTHT-F

12+ FM SHARE (METRO): 72.29% (433 of 599) (SUM 87: 70.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMGX-F>	1. KKDJ-F	1. KKDJ-F<	1. KFSO-F>	1. KFSO-F	1. KMJ	1. KMJ >	1. KOJY-F	1. KKDJ-F	1. KMGX-F	1. KMJ
2. KYNO-F>>	2. KMGX-F>	2. KFSO-F	2. KKDJ-F<	2. KNAX-F	2. KOJY-F>	2. KMGX-F	2. KFSO-F	2. KMGX-F	2. KMJ	2. KMGX-F
3. KKDJ-F	3. KFSO-F	3. KMGX-F	3. KNAX-F	3. KKDJ-F	3. KNAX-F	3. KKDJ-F	3. KMGX-F	3. KFSO-F	KYNO-F	3. KXEX
4. KFIG-F+	4. KFIG-F+	4. KNAX-F	4. KMGX-F	4. KMJ	4. KFSO-F	4. KNAX-F<	4. KMJ	4. KYNO-F	4. KKDJ-F	4.
5.	5. KBOS-F	5. KFIG-F+	5. KFIG-F+	5. KMGX-F	5.	5. KFSO-F	5. KKDJ-F	5. KOJY-F	5.	5.
	KCLQ-F		6. KCLQ-F	5. KOJY-F		6. KOJY-F	6. KFIG-F+	6. KMJ		
	KYNO-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KMGX-F>	1. KMGX-F	1. KFIG-F+	1. KMGX-F	1. KNAX-F>
2. KBOS-F>	2. KFIG-F+	KMGX-F	2. KNAX-F	2. KFSO-F
3. KYNO-F	KYNO-F	3. KFSO-F	3. KFIG-F+	KOJY-F
4. KFIG-F+	4. KBOS	KNAX-F	KFSO-F	4. KFIG-F+
5. KFYE-F	5. KFSO-F	KYNO-F	KYNO-F	5. KMGX-F
KKDJ-F	KFYE-F	6. KCLQ-F		
	KNAX-F	KFRE-F		
		KFYE-F		
		KKDJ-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKDJ-F>>	1. KKDJ-F>>	1. KKDJ-F>	1. KKDJ-F	1. KFSO-F>
2. KBOS-F	2. KMGX-F	2. KFSO-F	2. KFSO-F	2. KKDJ-F>
3. KYNO-F	3. KCLQ-F>	3. KCLQ-F	3. KMGX-F	3. KMJ
4. KMGX-F	KFSO-F	KMGX-F>	4. KCLQ-F	4. KMGX-F
5. KXEX	5. KBOS-F	5. KFIG-F+	5. KNAX-F	5. KNAX-F
	6. KFIG-F+			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEAP	980	Fresno	1.0/1.9	KSEQ-F	97.1	Visalia	.6/1.4
KEZL-F	96.7	Fowler	1.0/1.8	KXTC	790	Clovis	.6/1.9
KIRV	1510	Fresno	1.0/1.8	KYNO	1300	Fresno	1.0/4.5
KKAM	1340	Fresno	1.4/3.6				
KRDU	1130	Dinuba	.7/1.7	KCBS	740	San Francisco	.6/1.3

RADIO STATIONS

KFRE, 940, 50 KW (DA-2)	, COUNTRY	ABC-D,$ 32.00	(HNWH)		
KGST, 1600, 5 KW (DA-N)	, HISPANIC	,$ 21.00	(Lotus)		
KMAK, 1340, 1 KW	, TALK	CBS,MBS,$ 20.00	(Torbet)		
KMJ, 580, 5 KW	, NEWS/TALK	ABC-I,$ 56.00	(Katz)	Henry	
KXEX, 1550, 5 KW/2.5 KW (DA-2)	, HISPANIC	,$ 23.00	(Caballero)		
KYNO, 1300, 5 KW/1 KW (DA-N)	, OLDIES	US 2,$ 21.0	(Banner)	Brown	
KFIG-F, 101.1, 50 KW @ 310, AC		APR,$ 45.00	(Eastman)		
KFRE-F, 101.9, 2 KW @ 1870, COUNTRY		,$ 39.00	(HNWH)	Group III	
KFYE-F, 93.7, 68 KW @ 1912, AC		,$ 39.00	(Mc-Guild)	Henry	
KKDJ-F, 105.9, 2 KW @ 1960, AOR		,$ 50.00	(Durpetti)		
KNAX-F, 97.9, 48 KW @ 312, COUNTRY		ABC-E,$ 43.00	(Katz)	First Sierra	
KOJY-F, 98.9, 19 KW @ 820, BTFL/EZ		,$ 37.00	(MMR)		(DINUBA)
KTHT-F, 102.7, 50 KW @ 500, SOFT AC		,$ 30.00	(Christal)		
KYNO-F, 95.7, 21 KW @ 764, CHR		,$ 60.00	(Banner)	Brown	
KBOS-F, 94.9, 16 KW @ 847, CHR		ABC-F,$ 39.00	(Torbet)		(TULARE)
KCLQ-F, 107.5, 19 KW @ 790, CLASSIC ROCK		,$ 37.00	(Republic)	Liggett	(HANFORD)
KFSO-F, 92.9, 19 KW @ 820, OLDIES		US 1,CBS-R,$ 40.00	(CBS)	Americom	(VISALIA)
KMGX-F, 103.7, 50 KW @ 500, CHR		,$ 54.00	(Christal)	Olympic	(HANFORD)
KEZL-F, 96.7, 3 KW @ 316, EZ (?)		,$ 22.00	(Roslin)		(FOWLER)

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GRAND RAPIDS

Arbitron Rank/Pop (12+): 64/525,900

MSA Rank/Pop: 71/22,200,000
ADI # 39 (w/Kalamazoo)
Average Person Ratings: 14.4
Market TSL: 19.0

Stations: 26/17
Diaries: 927/567:1/52.4%
Sample Target: 890
% Below Line: 14.4
% Not Listed: 12.4

1987 Revenue: $22,200,000
HH Inc.: $35,153
Retail $: 4.5 Bil
Pop per Station: 30,935
#1 Biller: WCUZ-A/F $4,100,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WOOD-F (EZ)	81/10.7	7.1	10.7	9.9	8.2	9.6	130/1824	965/18.3	19.4	20.9	69				WOOD-F
2. WJFM-F (O)	66/ 8.7	3.3	2.4	2.6	2.9	4.3	124/1723	915/17.4	9.4	10.1	134				WJFM-F
3. WCUZ-F (C)	63/ 8.3	6.1	6.8	8.6	8.4	7.5	102/1489	930/17.7	14.4	17.2	153				WCUZ-F
4. WKLQ-F (CHR)	58/ 7.7	11.8	8.8	8.8	10.3	9.3	81/1698	1106/21.0	28.2	26.1	75				WKLQ-F
5. WLHT-F (AC)	50/ 6.6	9.0	8.9	8.3	6.3	8.2	56/1081	853/16.2	18.2	14.9	144				WLHT-F
6. WLAV-F (AOR)	49/ 6.5	7.8	10.0	11.5	9.7	9.0	74/1453	900/17.1	18.0	19.6	114				WLAV-F
7. WGRD-F (CHR)	47/ 6.2	7.8	5.0	6.7	5.7	6.4	91/1803	1074/20.4	23.6	20.3	68				WGRD-F
8. WOOD (MOR)	42/ 5.6	7.3	8.0	7.3	8.4	7.1	48/ 773	669/12.7	16.0	16.2	61				WOOD
9. WCUZ (C)	40/ 5.3	3.6	4.5	3.6	4.6	4.3	41/ 711	634/12.1	10.2	13.4	55				WCUZ
10. WSNX-F (CHR)	38/ 5.0	4.9	2.9	2.7	3.7	3.9	111/1394	713/13.6	10.5	10.8	38				WSNX-F
11. WMUS-F (C)	35/ 4.6	4.1	5.4	3.6	4.2	4.4	101/1162	469/ 8.9	9.2	9.7	115				WMUS-F
12. WYXX-F (AC)	17/ 2.2	1.8	1.9	3.3	2.1	2.3	22/ 478	312/ 5.9	6.4	7.1	182				WYXX-F
13. WLAV (O)	16/ 2.1	2.1	.9	1.3	1.3	1.6	17/ 276	258/ 4.9	5.1	4.7	176				WLAV
14. WFUR-F (R/G)	11/ 1.5	2.7	3.0	3.3	3.3	2.6	25/ 666	368/ 7.0	6.5	8.4	87				WFUR-F

12+ FM SHARE (METRO): 80.51% (533 of 662) (SUM 87: 77.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKLQ-F>	1. WJFM-F>	1. WJFM-F	1. WJFM-F<	1. WCUZ-F	1. WOOD-F>	1. WOOD-F	1. WOOD-F	1. WOOD-F	1. WCUZ-F	1. WOOD
2. WGRD-F>>	2. WLAV-F	2. WLHT-F<	2. WCUZ-F	2. WJFM-F	2. WCUZ-F	2. WCUZ-F	2. WJFM-F	2. WJFM-F	2. WLAV-F	2. WCUZ-F
3. WSNX-F+	3. WKLQ-F	3. WLAV-F<	3. WLHT-F	3. WLHT-F	3. WOOD	3. WOOD	3. WCUZ-F	3. WLAV-F	3. WGRD-F<	3. WLAV-F
4.	4. WLHT-F	4. WCUZ-F	4. WLAV-F	4. WOOD-F	4. WCUZ	4. WJFM-F	4. WKLQ-F	4. WCUZ-F	4. WKLQ-F	WOOD-F
5.	5. WSNX-F+	5. WKLQ-F	5. WKLQ-F	5. WKLQ-F	5.	WKLQ-F	WLHT-F	5. WKLQ-F	5. WOOD	5. WFUR-F
	6. WGRD-F					6. WLHT-F	6. WLAV-F	6. WLHT-F	6. WJFM-F	WJFM-F
										WSNX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WSNX-F+	1. WLHT-F>	1. WLHT-F	1. WLHT-F>	1. WCUZ-F<	1. WJFM-F	1. WJFM-F	1. WJFM-F>	1. WJFM-F	1. WJFM-F
2. WKLQ-F	2. WJFM-F	2. WJFM-F>	2. WCUZ-F	2. WLHT-F	2. WLAV-F	2. WLAV-F>>	2. WLAV-F>	2. WLAV-F>	2. WCUZ-F
3. WGRD-F	WKLQ-F	3. WCUZ-F	3. WJFM-F	3. WOOD-F	3. WMUS-F	3. WKLQ-F	3. WKLQ-F	3. WCUZ-F	3. WLAV-F>
4. WLHT-F>>	4. WSNX-F+	WKLQ-F	4. WKLQ-F	4. WJFM-F>	WSNX-F+	4. WGRD-F	4. WGRD-F	4. WMUS-F	4. WKLQ-F
5. WJFM-F	5. WGRD-F	WLAV-F	5. WGRD-F	5. WKLQ-F	5. WGRD-F	5. WSNX-F+	5. WCUZ-F	5. WKLQ-F	WLHT-F
6. WOOD-F		6. WMUS-F+	WOOD-F	WLAV-F	WKLQ-F		6. WLAV		6. WLAV
				WMUS-F	WKTH		WLHT-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFUR	1570	Grand Rapids	.1/1.5
WHTC	1450	Holland	.9/2.6
WJQK	99.3	Zeeland	.5/2.0
WKTH	1410	Grand Rapids	1.2/1.7
WKWM	1140	Kentwood	.8/1.8
WEVS-F	92.7	Saugatuck	.5/1.4
WKZO	590	Kalamazoo	.7/2.9
WLCS-F	98.3	N. Muskegon	.5/1.9
WPLB-F	107.3	Greenville	.8/1.6
WBBM	780	Chicago	.4/1.1

RADIO STATIONS

WCUZ, 1230, 1 KW	, COUNTRY	ABC-I,$ 30.00	(Christal)	Federated	
WFUR, 1570, 1 KW	, RELIGION	,$ 10.00	(Patt)	Kuiper	
WKTH, 1410, 1 KW (DAYS)	, OLDIES	SMN,$ 17.00	(Durpetti)	Regional	
WKWM, 1140, 5 KW (DAYS,DA)	, BLACK	SBN,$ 16.00	(Patt)		
WLAV, 1340, 1 KW	, OLDIES	Trans,$ 17.00	(MMR)	Adams	
WMAX, 1480, 5 KW (DA-N)	, RELIGION	,$ 10.00	(---)		
WOOD, 1300, 5 KW (DA-N)	, MOR	NBC,$ 61.00	(Katz)	United Artists	
WCUZ-F, 101.3, 50 KW @ 420,	COUNTRY	ABC-E,$ 66.00	(Christal)	Federated	
WFUR-F, 102.9, 48 KW @ 510,	RELIGION	,$ 15.00	(Patt)	Kuiper	
WGRD-F, 97.9, 30 KW @ 590,	CHR	ABC-C,$ 44.00	(Durpetti)		
WJFM-F, 93.7, 320 KW @ 780,	OLDIES	CBS-R,$ 28.00	(Mc-Guild)		
WKLQ-F, 94.5, 50 KW @ 500,	CHR	,$ 56.00	(Eastman)	Bloomington	(HOLLAND)
WLAV-F, 96.9, 50 KW @ 500,	AOR	Source,$ 70.00	(MMR)	Adams	
WLHT-F, 95.7, 41 KW @ 554,	AC	,$ 63.00	(Republic)	Liggett	
WOOD-F, 105.7, 265 KW @ 810,	BTFL/EZ	NBC,$ 73.00	(Katz)	United Artists	
WYXX-F, 96.1, 50 KW @ 420,	SOFT AC	,$ 24.00	(Patt)		(HOLLAND)
WMUS-F, 106.9, 50 KW @ 480,	COUNTRY	,$ 40.00	(HNWH)		(MUSKEGON)
WSNX-F, 104.5, 50 KW @ 360,	CHR	,$ 32.00	(Christal)	Goodrich	(MUSKEGON)

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GREENSBORO - WINSTON SALEM

Arbitron Rank/Pop (12+): 50/768,100

MSA Rank/Pop: 57/916,000
ADI # 50

Average Person Ratings: 17.0
Market TSL: 22.75 hours

Stations: 31/26
Diaries: 1105/695:1/52.3%
Sample Target: 1070
% Below Line: 3.5
% Not Listed: 9.7

1987 Revenue: $19,200,000
HH Inc.: $31,060
Retail $: 6.3 Bil
Pop per Station: 29,542
#1 Biller: WTQR-F $4,100,000

12+ METRO	1/4/SHARE	SPG 88	WIN 83	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	237/18.1	17.5	18.6	14.8	17.4	17.3	404/4218	2234/29.1	27.0	29.0	112				WTQR-F
2. WKRR-F (AOR)	129/ 9.9	13.3	7.4	8.6	9.4	9.8	174/1840	1247/16.2	17.3	14.8	103				WKRR-F
3. WQMG-F (B)	104/ 7.9	4.6	5.4	7.8	6.9	6.4	139/1308	844/11.0	10.6	10.6	94				WQMG-F
4. WMAG-F (AC)	103/ 7.9	6.7	6.5	8.5	6.2	7.4	162/1812	1271/16.5	15.8	16.4	154				WMAG-F
5. WKZL-F (CHR)	95/ 7.3	7.1	6.2	6.0	6.2	6.7	142/2091	1384/18.0	17.0	16.3	92				WKZL-F
6. WKSI-F (CHR)	77/ 5.9	4.5	5.5	4.9	7.1	5.2	139/2226	1324/17.2	16.6	19.3	58				WKSI-F
7. WBIG-F (C)	57/ 4.4	5.0	4.9	6.9	2.9	5.3	103/1495	772/10.1	12.8	7.9	98				WBIG-F
8. WOJY-F (AC)	56/ 4.3	5.2	5.3	4.1	6.3	4.7	77/1400	841/10.9	12.2	13.9	112				WOJY-F
9. WSJS (MOR)	48/ 3.7	4.5	5.6	4.7	5.5	4.6	49/ 828	805/10.5	10.3	12.2	68				WSJS
10. WMFR (BB)	35/ 2.7	1.9	1.7	1.8	1.7	2.0	35/ 337	337/ 4.4	3.3	3.3	52				WMFR
WAAA (B)	35/ 2.7	2.5	3.0	2.2	2.6	2.6	35/ 386	386/ 5.0	4.1	3.7	81				WAAA
12. WWMY-F (EZ)	32/ 2.4	1.7	1.8	1.4	2.9	1.8	41/ 577	395/ 5.1	5.2	3.9	75				WWMY-F

12+ FM SHARE (METRO): 83.84% (991 of 1182) (SUM 87: 79.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKSI-F>>	1. WKRR-F	1. WTQR-F	1. WTQR-F>	1. WTQR-F>	1. WTQR-F>>	1. WTQR-F>>	1. WTQR-F>	1. WTQR-F>	1. WQMG-F	1. WTQR-F
2. WKZL-F	2. WQMG-F	2. WKRR-F	2. WMAG-F	2. WMAG-F	2. WMAG-F	2. WKRR-F	2. WKRR-F	2. WKRR-F	2. WTQR-F	2. WKRR-F
3. WKRR-F	3. WKZL-F<	3. WQMG-F<	3. WKRR-F>	3. WKRR-F	3. WSJS	3. WMAG-F	3. WMAG-F	3. WMAG-F	3. WKSI-F	3. WQMG-F
4. WQMG-F	4. WTQR-F>	4. WMAG-F	4. WQMG-F	4. WQMG-F	4. WBIG-F	4. WKZL-F<	4. WKZL-F	4. WKZL-F<	4. WKRR-F	4. WSJS
5. WTQR-F	5. WMAG-F	5. WKZL-F	5. WKZL-F	5. WKZL-F	5. WMFR	5. WSJS	5. WOJY-F	5. WQMG-F	5.	5. WKSI-F<
	6. WKSI-F				6. WOJY-F WWMY-F		6. WQMG-F	6. WKSI-F		6. WMAG-F 7. WWGL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQMG-F>	1. WKRR-F	1. WKRR-F>	1. WTQR-F>	1. WTQR-F>
2. WKRR-F	2. WQMG-F	2. WTQR-F	2. WMAG-F	2. WMAG-F
WKSI-F	3. WTQR-F	3. WQMG-F<	3. WKRR-F<	3. WKRR-F
4. WOJY-F	4. WKSI-F	4. WMAG-F	4. WQMG-F	4. WOJY-F
5. WTQR-F	WOJY-F	5. WKZL-F	5. WOJY-F	5. WQMG-F
6. WKZL-F	6. WKZL-F	6. WOJY-F	6. WKSI-F	6. WKZL-F
7. WAAA	7. WMAG-F		WKZL-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKRR-F>	1. WKRR-F>	1. WKRR-F>	1. WTQR-F	1. WTQR-F>>
2. WKZL-F>	2. WKZL-F<	2. WQMG-F	2. WKRR-F>	2. WKRR-F
3. WQMG-F	3. WQMG-F	3. WKZL-F	3. WKZL-F<	3. WMAG-F>
4. WTQR-F>>	4. WTQR-F	4. WTQR-F>	4. WQMG-F	4. WQMG-F
5. WKSI-F	5.	5. WMAG-F	5. WMAG-F	5. WKZL-F
WPEG-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEAL	1510	Greensboro	1.7/2.9	WTNC	790	Thomasville	.7/1.8
WHPE-F	95.5	High Point	.8/2.6	WTOB	1380	Winston-Salem	.5/1.8
WKEW	1400	Greensboro	.5/1.8	WWGL-F	94.1	Lexington	.8/2.3
WKXR	1260	Asheboro	.5/1.1				
WLXN	1440	Lexington	.3/1.1	WDCG-F	105.1	Durham	1.0/4.9
WMQX	1340	Winston-Salem	.2/ .7	WFMX-F	105.7	Statesville	.8/2.4
WPCM-F	101.1	Burlington	.5/2.3	WPEG-F	97.9	Concord	.5/1.4
WSGH	1040	Lewisville	.5/1.1	WRDX-F	106.5	Salisbury	.5/2.0
WSMX	1500	Winston-Salem	.8/1.7	WRLX-F	102.9	Hickory	.3/ .9
WTHP-F	98.3	Thomasville	.4/2.0				

RADIO STATIONS

WAAA, 980, 1 KW (DAYS)	, BLACK	NBN,$ 21.00	(---)		
WEAL, 1510, 1 KW	, BLACK	SBN,$ 15.00	(HNWH)		
WMFR, 1230, 1 KW	, NOSTALGIA	ABC-E,ABC-I,$ 20.00	(MMR)	Voyager	
WPET, 950, 500 W (DAYS)	, RELIGION	,$ 12.00	(Eastman)	Bahakel	
WSJS, 600, 5 KW (DA-2)	, MOR	MBS,NBC,$ 63.00	(Mc-Guild)	Newmarket	
WTNC, 790, 1 KW (DAYS)	, GOSPEL	,$ 6.00	(Southern)		(THOMASVILLE)
WGLD, 1320, 5 KW (DA-2)	, OLDIES	,$ NA	(Christal)	Mann	
WBIG-F, 102.1, 61 KW @ 1160,	COUNTRY	,$ 46.00	(HNWH)	Beasley	(REIDSVILLE)
WHPE-F, 95.5, 100 KW @ 440,	RELIGION	,$ 14.00	(---)		
WKRR-F, 92.3, 100 KW @ 1276,	CLASSIC ROCK	,$ 78.00	(Republic)	Dick	(ASHEBORO)
WKSI-F, 98.7, 100 KW @ 814,	CHR	,$ 62.00	(Eastman)	Bahakel	
WKZL-F, 107.5, 100 KW @ 500,	CHR	ABC-R,$ 70.00	(Katz)	Nationwide	
WMAG-F, 99.5, 100 KW @ 1500,	AC	,$ 76.00	(MMR)	Voyager	
WMQX-F, 93.1, 100 KW @ 1050,	AC	,$ 39.00	(Durpetti)		
WOJY-F, 100.3, 100 KW @ 1049,	SOFT AC	,$ 61.00	(Christal)	Mann	
WQMG-F, 97.1, 100 KW @ 555,	BLACK	CBS-R,$ 59.00	(HNWH)		
WTQR-F, 104.1, 100 KW @ 1420,	COUNTRY	,$130.00	(Mc-Guild)	Newmarket	
WWMY-F, 94.5, 27 KW @ ?? ,	BTFL	,$ NA	(Katz)		(EDEN)

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GREENVILLE - SPARTANBURG

Arbitron Rank/Pop (12+): 67/515,400

MSA Rank/Pop: 83/623,000
ADI # 36 (w/Asheville)
Average Person Ratings: 15.7
Market TSL: 21.25 hours

Stations: 25/20
Diaries: 908/568:1/53.3%
Sample Target: 880
% Below Line: 11.8
% Not Listed: 11.3

1987 Revenue: $17,500,000
HH Inc.: $27,214
Retail $: 4.0 Bil
Pop per Station: 25,770
#1 Biller: WFBC A/F $5,500,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WESC A/F	(C)	92/11.4	14.0	14.9	14.8	15.1	13.8	252/2977	1133/22.0	23.0	22.8	106				WESC A/F
2. WANS-F	(CHR)	76/ 9.4	10.4	10.7	6.2	8.5	9.2	181/2272	1043/20.2	22.3	22.5	56				WANS-F
3. WFBC-F	(AC)	71/ 8.8	9.2	6.6	10.4	13.0	8.8	115/1933	1172/22.7	21.7	23.9	133				WFBC-F
4. WSSL-F	(C)	63/ 7.8	11.7	7.8	9.0	7.3	9.1	152/2189	898/17.4	18.8	15.8	112				WSSL-F
5. WSPA-F	(EZ)	60/ 7.4	6.4	9.5	8.0	8.3	7.8	138/1667	795/15.4	12.8	13.8	77				WSPA-F
6. WLWZ-F	(B)	54/ 6.7	8.0	9.1	1.1	1.3	6.2	64/ 556	472/ 9.2	10.5	4.3	109				WLWZ-F
7. WMYI-F	(AC)	51/ 6.3	3.6	5.4	6.8	3.3	5.5	124/1826	722/14.0	14.0	9.0	148				WMYI-F
8. WCKN-F	(AOR)	50/ 6.2	5.0	5.0	4.2	5.0	5.1	60/ 867	431/ 9.3	10.7	19.0	121				WCKN-F
9. WCKZ-F	(B)	43/ 5.3	5.4	2.3	---	---	3.3	75/ 796	415/ 8.1	6.6	---	79				WCKZ-F
10. WHYZ	(B)	31/ 3.8	3.9	2.3	6.5	8.0	4.1	43/ 423	317/ 6.2	6.2	11.4	111				WHYZ
11. WFBC	(MOR)	18/ 2.2	1.5	1.2	1.5	1.6	1.6	21/ 369	256/ 5.0	4.7	4.2	82				WFBC
12. WSPA	(MOR)	17/ 2.1	2.8	1.7	2.6	2.0	2.3	20/ 398	324/ 6.3	6.4	5.3	52				WSPA

12+ FM SHARE (METRO): 86.23% (620 of 719) (SUM 87: 78.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WANS-F>>	1. WANS-F>	1. WANS-F	1. WFBC-F	1. WESC-F+	1. WESC-F+>	1. WESC-F+>	1. WSSL-F	1. WANS-F<	1. WANS-F	1. WESC-F<
2. WLWZ-F>	2. WCKN-F	WFBC-F	2. WESC-F+	2. WFBC-F	2. WSPA-F>	2. WFBC-F>	2. WANS-F<	2. WESC-F+	2. WCKZ-F	2. WCKZ-F>>
3. WCKZ-F+	3. WFBC-F	3. WESC-F+<	3. WMYI-F	3. WMYI-F	3. WFBC-F	3. WSSL-F	3. WESC-F+	3. WLWZ-F	3. WLWZ-F	3. WFBC-F
WKSF-F	WMYI-F	4. WMYI-F	4. WCKN-F<	4. WSSL-F+	4. WSSL-F+	4. WANS-F<	4. WMYI-F	WMYI-F	4. WSPA-F<	4. WLWZ-F
5.	5. WSSL-F+	5. WCKN-F	5. WSSL-F+	5. WCKN-F<	5.	5. WSPA-F	5. WSPA-F	WSSL-F+<	5. WESC-F+	WSPA-F
	6. WCKZ-F	6. WLWZ-F	6. WLWZ-F	6. WLWZ-F		6. WMYI-F	6. WCKN-F<	6. WCKN-F	6. WSSL-F<	
		WSSL-F+				7. WLWZ-F	7. WFBC-F	7. WSPA-F<	7. WFBC-F	
						8. WFBC-F		8. WFBC-F		
								9. WCKZ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WANS-F>>	1. WANS-F>	1. WMYI-F	1. WFBC-F	1. WFBC-F
2. WLWZ-F	2. WMYI-F	2. WFBC-F>	2. WMYI-F	2. WMYI-F
3. WCKZ-F+>	3. WFBC-F	3. WANS-F	3. WANS-F	3. WESC-F+
4. WHYZ-F	4. WCKZ-F+	4. WBBO-F	4. WLWZ-F	4. WLWZ-F
5. WCKN-F	5. WLWZ-F	WCKN-F	5. WESC-F+	WSPA-F
WMYI-F		WKCZ-F	6. WCKZ-F+	6. WSSL-F+
WSSL-F+			7. WHYZ-F	
WBCY-F			WSSL-F+	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WANS-F>>	1. WCKN-F	1. WCKN-F	1. WCKN-F	1. WESC-F+
2. WCKZ-F+	2. WANS-F	2. WSSL-F+	2. WESC-F+	2. WCKN-F
3. WCKN-F	3. WSSL-F+	3. WFBC-F>	3. WSSL-F+	3. WSSL-F+
4. WSSL-F+	4. WFBC-F	4. WMYI-F	4. WANS-F	4. WFBC-F
WBCY-F	5. WMYI-F	5. WANS-F	5. WFBC-F	5. WMYI-F
6. WFBC-F	WCKZ-F+	WLWZ-F	6. WMYI-F	6. WLWZ-F
			7. WCKZ-F+	7. WANS-F
			8. WLWZ-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WASC	1530	Spartanburg	1.8/3.1
WBBO-F	93.3	Forest City	1.4/4.0
WKDY	1400	Spartanburg	.4/1.6
WMUU-F	94.5	Greenville	1.7/4.7
WORD	910	Spartanburg	.6/3.6
WPJM	800	Greer	.4/1.4
WKSF-F	99.9	Asheville	1.8/5.0
WBCY-F	107.9	Charlotte	2.6/7.3
WWMG-F	96.1	Shelby	.7/2.6

RADIO STATIONS

WASC, 1530, 1 KW (DAYS)	, BLACK	NBN,ABC-C,$ 15.00	(---)		
WFBC, 1330, 5 KW (DA-N)	, MOR/TALK	NBC,$ 17.00	(Katz)	Multimedia	
WHYZ, 1070, 50 KW (DAYS,DA)	, BLACK	SBN,ABC-C,$ 25.00	(HNWH)		
WORD, 910, 5 KW/1 KW (DA-2)	, AC	UPI,$ 14.00	(---)		
WSPA, 950, 5 KW (DA-N)	, MOR	CBS,$ 24.00	(Mc-Guild)		
WANS-F, 107.3, 100 KW @ 1008, CHR/AOR		,$ 44.00	(Christal)	Degree	(ANDERSON)
WCKN-F, 101.1, 100 KW @ 994, CHR		ABC-R,$ 40.00	(Durpetti)		(ANDERSON)
WESC-F, 92.5, 100 KW @ 2000, COUNTRY		ABC-E,$ 76.00	(Banner)		
WFBC-F, 93.7, 100 KW @ 1840, AC		,$ 80.00	(Katz)	Multimedia	
WMUU-F, 94.5, 100 KW @ 1200, BTFL/EZ		APR,$ 16.00	(---)		
WMYI-F, 102.5, 35 KW @ 3117, AC		,$ 45.00	(Republic)	AmCom	
WSPA-F, 98.9, 100 KW @ 1910, BTFL/EZ		,$ 52.00	(Mc-Guild)		
WSSL-F, 100.5, 100 KW @ 1280, COUNTRY		MBS,$ 54.00	(Torbet)	Sterling	(GRAY COURT)
WLWZ-F, 103.9, 3 KW @ 328, BLACK		,$ 33.00	(HNWH)		(EASLEY)

WCKZ - See Charlotte

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HARRISBURG

Arbitron Rank/Pop (12+): 72/490,900
MSA Rank/Pop: 87/584,000
ADI # 45 (w/York & Lancaster)
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 28/17
Diaries: 961/511:1/52.6%
Sample Target: 880
% Below Line: 27.4
% Not Listed: 10.2

1987 Revenue: $12,000,000
HH Inc.: $33,463
Retail $: 4.5 Bil
Pop per Station: 28,876
#1 Biller: WNNK-F $4,100,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F	(CHR)	139/17.3	21.7	19.5	20.2	20.7	19.7	158/2031	1675/34.1	36.3	35.7	112				WNNK-F
2. WRKZ-F	(C)	63/ 7.8	8.0	8.1	6.6	11.0	7.6	170/1709	681/13.9	16.0	16.8	119				WRKZ-F
3. WNCE-F	(EZ)	62/ 7.7	5.0	5.6	5.3	3.8	5.9	170/1731	617/12.6	12.1	9.3	43				WNCE-F
4. WIMX-F	(AC)	48/ 6.0	5.5	2.9	3.7	3.6	4.5	56/1045	893/18.2	15.2	10.3	130				WIMX-F
WTPA-F	(AOR)	48/ 6.0	6.7	5.4	3.3	5.1	5.4	65/ 912	556/11.3	11.0	11.5	88				WTPA-F
6. WHP-F	(AC)	47/ 5.8	5.1	7.1	7.1	4.8	6.3	49/ 838	699/14.2	12.7	12.8	143				WHP-F
7. WHP	(MOR)	45/ 5.6	6.1	7.7	7.7	6.5	6.8	51/ 751	625/12.7	13.2	13.7	59				WHP
8. WHYL A/F	(C)	41/ 5.0	3.9	6.0	4.8	3.6	4.9	47/ 543	479/ 9.8	9.2	9.2	120				WHYL A/F
9. WQXA-F	(CHR)	38/ 4.7	3.1	3.5	3.8	4.8	3.8	120/1866	690/14.1	12.8	14.0	91				WQXA-F
10. WLBR	(MOR)	27/ 3.4	2.5	2.3	3.5	2.2	2.9	27/ 441	421/ 8.6	6.8	5.3	88				WLBR
11. WHTF-F	(AOR)	23/ 2.9	1.5	3.2	3.8	3.6	2.9	60/1000	287/ 5.8	6.4	9.1	97				WHTF-F
12. WCMB	(O)	19/ 2.4	3.2	2.6	3.9	1.9	3.0	25/ 426	237/ 6.9	7.4	6.8	138				WCMB
13. WDAC-F	(R)	18/ 2.2	1.2	1.3	2.6	1.9	1.8	58/ 660	211/ 4.3	3.2	4.3	91				WDAC-F

12+ FM SHARE (METRO): 82.43% (596 of 723) (SUM 87: 79.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNCE-F	1. WNNK-F>>	1. WNNK-F>	1. WNNK-F>>	1. WNNK-F>	1. WLBR
2. WQXA-F>>	2. WTPA-F>	2. WTPA-F	2. WIMX-F<	2. WRKZ-F	2. WRKZ-F	2. WHP	2. WNCE-F	2. WNCE-F	2. WQXA-F	2. WRKZ-F
3. WIKZ-F	3. WIMX-F	3. WIMX-F	3. WHP-F	3. WHP-F	3. WHP	3. WRKZ-F	3. WRKZ-F	3. WRKZ-F	3. WNCE-F>	3. WNNK-F
4. WTPA-F	4. WHTF-F	4. WHP-F<	4. WRKZ-F	4. WIMX-F	4. WNNK-F	4. WHP-F	4. WTPA-F	4. WIMX-F	4. WTPA-F	4.
5.	5. WHP-F	5. WRKZ-F	5. WHYL-F	5. WHYL-F+	5. WHP-F<	5. WLBR <	5. WHP-F	5. WTPA-F	5. WRKZ-F	5.
	6. WQXA-F			6. WTPA-F	6 WHYL-F+	6. WNCE-F	WIMX-F	6. WHP-F		
								7. WQXA-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>
2. WIMX-F	2. WIMX-F>	2. WIMX-F	2. WIMX-F	2. WRKZ-F
3. WTPA-F	3. WQXA-F	3. WHP-F	3. WHP-F	3. WHP-F
WHTF-F	4. WHP-F	WQXA-F	WRKZ-F	4. WIMX-F
5.	5. WTPA-F	5.	5. WQXA-F	5. WQXA-F
	6. WHTF-F			6. WNCE-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTPA-F>>	1. WNNK-F	1. WNNK-F>>	1. WNNK-F	1. WNNK-F>
2. WNNK-F	2. WTPA-F>	2. WTPA-F>	2. WTPA-F>>	2. WRKZ-F
3. WGRX-F>>	3. WHTF-F	3. WHTF-F	3. WHYL-F	3. WIMX-F
4. WHTF-F	4.	4. WHP-F	WIMX-F	4. WHP-F
5.	5.	5. WIMX-F	5. WHTF-F	WHYL-F
		6. WRFY-F		WTPA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAHT	1510	Annville	.5/1.8
WCTX-F	92.1	Palmyra	.5/2.6
WHGB	1400	Harrisburg	1.2/3.3
WKBO	1230	Harrisburg	1.4/4.6
WMSP-F	94.9	Harrisburg	1.1/3.5
WUFM-F	100.1	Lebanon	.6/2.3
WWII	720	Shirmantown	.6/1.9
WARM-F	103.3	York	.6/4.1
WLAN	96.9	Lancaster	1.2/3.5
WYCR-F	98.5	York	.6/3.9
WGRX-F	100.7	Westminster	1.6/5.1
WIKZ-F	95.1	Chambersburg	1.1/1.4
WQKX-F	94.1	Sunbury	1.1/3.8
WRFY-F	102.5	Reading	.7/1.5

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N)	, OLDIES	NBC,NBC-T,$ 23.00	(Eastman)	McKenna
WHGB, 1400, 1 KW	, NOSTALGIA	SMN,$ 18.00	(Mc-Guild)	Scott
WHP , 580, 5 KW (DA-N)	, MOR	CBS,$ 58.00	(Katz)	Commonwealth
WKBO, 1230, 1 KW	, OLDIES	SMN,$ 21.00	(Banner)	
WLBR, 1270, 5 KW/1 KW (DA-2)	, MOR	ABC-I,$ 19.00	(K & P)	(LEBANON)
WHP-F , 97.3, 14 KW @ 840,	SOFT AC	ABC-D,$ 55.00	(Katz)	Commonwealth
WHYL-F, 102.3, 3 KW @ 328,	COUNTRY	APR,$ 34.00	(HNWH)	
WIMX-F, 99.3, 3 KW @ 328,	AC	US 1,$ 32.00	(Eastman)	McKenna
WMSP-F, 94.9, 50 KW @ 700,	CLASSICAL	,$ NA	(---)	Barnstable
WNNK-F, 104.1, 22 KW @ 726,	CHR	APR,$ 80.00	(Christal)	Keymarket
WRKZ-F, 106.7, 50 KW @ 500,	COUNTRY	ABC-E,$ 62.00	(Mc-Guild)	Eastern
WTPA-F, 93.5, 3 KW @ 300,	AOR	ABC-R,$ 31.00	(Republic)	

Other ranked stations - See York or Lancaster

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HARTFORD

Arbitron Rank/Pop (12+): 40/915,000

MSA Rank/Pop: 43/1,110,000
ADI # 23 (w/New Haven)
Average Person Ratings: 16.3
Market TSL: 21.75 hours

Stations: 24/15
Diaries: 1172/781:1/44.9%
Sample Target: 1170
% Below Line: 9.4
% Not Listed: 11.3

1987 Revenue: $33,200,000
HH Inc.: $41,923
Retail $: 9.1 Bil
Pop per Station: 61,000
#1 Biller: WTIC $9,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTIC	(MOR)	278/18.6	19.1	18.8	19.8	18.4	19.1	395/4399	3053/33.4	34.2	33.9	73				WTIC
2. WTIC-F	(CHR)	206/13.8	13.9	14.6	14.8	13.7	14.3	303/4381	2874/31.4	31.4	31.6	96				WTIC-F
3. WRCH-F	(EZ)	149/10.0	11.8	9.9	9.3	8.3	10.3	298/3343	1742/19.0	20.9	17.4	59				WRCH-F
4. WHCN-F	(AOR)	102/ 6.8	7.0	6.2	4.9	4.9	6.2	158/2774	1478/16.2	17.5	13.9	107				WHCN-F
5. WDRC-F	(O)	90/ 6.0	6.9	7.9	8.8	5.7	7.4	206/3230	1612/17.6	18.1	16.1	167				WDRC-F
6. WKSS-F	(CHR)	85/ 5.7	5.6	4.6	5.0	6.0	5.2	143/2970	1515/16.6	18.1	19.0	98				WKSS-F
7. WCCC A/F	(AOR)	57/ 3.9	3.7	5.4	4.4	5.0	4.4	83/2032	1229/13.4	14.2	13.3	126				WCCC A/F
8. WRCQ	(BB)	56/ 3.8	2.5	3.8	3.5	5.2	3.4	67/ 767	624/ 6.8	6.9	10.2	18				WRCQ
9. WIOF-F	(AC)	54/ 3.6	5.8	4.6	4.0	5.9	4.5	110/2044	955/10.4	15.4	15.7	164				WIOF-F
10. WPOP	(N/T)	45/ 3.0	2.0	2.8	2.9	3.4	2.7	49/ 951	826/ 9.0	8.6	12.3	97				WPOP
11. WDRC	(O)	43/ 2.9	2.0	2.5	1.8	2.6	2.3	45/ 666	558/ 6.1	6.4	7.0	176				WDRC
12. WAQY-F	(AOR)	30/ 2.0	1.4	2.1	1.4	1.0	1.7	91/1687	581/ 6.3	7.0	5.0	115				WAQY-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 64.88% (859 of 1324) (SUM 87: 63.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WTIC-F>>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F	1. WTIC <	1. WTIC >>	1. WTIC >>	1. WTIC-F	1. WTIC-F	1. WTIC >>	1. WTIC >>
2. WKSS-F	2. WHCN-F>	2. WHCN-F	2. WTIC <	2. WTIC-F	2. WRCH-F>>	2. WTIC-F	2. WTIC	2. WTIC <	2. WTIC-F	2. WPOP
3. WHCN-F	3. WDRC-F	3. WDRC-F	3. WDRC-F	3. WDRC-F	3. WTIC-F	3. WRCH-F	3. WRCH-F>	3. WRCH-F	3. WRCH-F	3. WTIC-F
4.	WKSS-F	4. WTIC	4. WHCN-F	4. WIOF-F	4.	4. WHCN-F	4. WDRC-F<	4. WHCN-F	4. WHCN-F	4.
5.	5. WCCC-F+	5. WKSS-F	5. WKSS-F	WRCH-F	5.	5. WDRC-F	5. WHCN-F	5. WDRC-F	5. WDRC-F	5.
	6. WIOF-F	6. WCCC-F+		6. WKSS-F			6. WKSS-F	6. WKSS-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WTIC-F>>	1. WTIC-F>>	1. WTIC-F	1. WTIC-F>>	1. WTIC-F
2. WHCN-F	2. WDRC-F	2. WDRC-F	2. WDRC-F	2. WTIC
WKSS-F>	3. WHCN-F<	3. WKCI-F>	3. WTIC <	3. WDRC-F>
4. WIOF-F	4. WIOF-F	4. WIOF-F	4. WKSS-F	4. WRCH-F
5. WCCC-F+	WKSS-F	5. WHCN-F	5. WIOF-F	5. WIOF-F
		6. WKSS-F		
		WAQY-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHCN-F>>	1. WHCN-F>>	1. WHCN-F>	1. WHCN-F>	1. WTIC
2. WKSS-F	2. WTIC-F	2. WTIC-F	2. WTIC-F	2. WHCN-F
3. WTIC-F	3. WKSS-F	3. WTIC-F	3. WTIC <	3. WTIC-F
4. WCCC-F+	4. WCCC-F+	4. WCCC-F+	4. WDRC-F	4. WDRC-F
5. WDRC-F	5. WDRC-F	5. WKSS-F	5. WCCC-F+	5. WCCC-F+
WPLR-F		WTIC	6. WKSS-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WILI-F	98.3	Willimant	.3/1.0
WKHT	1230	Manchester	.5/1.9
WKND	1480	Windsor	1.1/1.7
WKCI-F	101.3	Hamden	1.2/6.3
WPLR-F	99.1	New Haven	1.3/6.3
WWYZ-F	92.5	Waterbury	1.2/4.9
WAAF-F	107.3	Worcester	.3/2.4
WHYN-F	93.1	Springfield	.6/2.8
WMAS-F	94.7	Springfield	.6/1.5
WHBC	660	New York	.6/2.0
WWRX-F	103.7	Westerly	.4/1.1

RADIO STATIONS

WDRC, 1360, 5 KW (DA-N)	, OLDIES	,$ 36.00	(Mc-Guild)	Buckley	
WKHT, 1230, 1 KW	, COUNTRY	MBS,$ 21.00	(Roslin)	Sage	
WKND, 1480, 500 W (DAYS,DA)	, BLACK	NBN,$ 20.00	(Roslin)		
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	CBS,$ 50.00	(Eastman)	Merv Griffin	
WRCQ, 910, 5 KW (DA-2)	, NOTALGIA	ABC-T,ABC-E,$ 41.00	(Banner)		
WRYM, 840, 1 KW (DAYS)	, HISPANIC	,$ 22.00	(Caballero)		
WTIC, 1080, 50 KW (DA-N)	, MOR	NBC,$192.00	(Katz)	Chase	
WCCC-F, 106.9, 23 KW @ 720, AOR		Source,ABC-C,$ 51.00	(Durpetti)		
WDRC-F, 102.9, 20 KW @ 810, OLDIES		,$ 70.00	(Mc-Guild)	Buckley	
WHCN-F, 105.9, 16 KW @ 870, AOR		ABC-R,$ 61.00	(Christal)	Beck-Ross	
WIOF-F, 104.1, 18 KW @ 835, AC		CBS-R,$ 67.00	(Eastman)	Merv Griffin	(WATERBURY)
WKSS-F, 95.7, 17 KW @ 880, CHR		APR,$ 59.00	(MMR)	Precision	
WLVH-F, 93.7, 21 KW @ 780, HISPANIC		APR,$ 30.00	(---)	Sage	
WRCH-F, 100.5, 8 KW @ 1250, BTFL/EZ		ABC-D,$ 80.00	(Banner)		
WTIC-F, 96.5, 20 KW @ 810, CHR		,$145.00	(Katz)	Chase	
WWYZ-F, 92.5, 18 KW @ 860, COUNTRY		US 2,$ 46.00	(Banner)		(WATERBURY)

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HONOLULU

Arbitron Rank/Pop (12+): 55/686,500

MSA Rank/Pop: 62/837,000
ADI # None
Average Person Ratings: 16.8
Market TSL: 22.5 hours

Stations: 21/21
Diaries: 1091/629:1/53.1%
Sample Target: 1010
% Below Line: 0
% Not Listed: 6.8

1987 Revenue: $16,500,000
HH Inc.: $41,840
Retail $: 5.5 Bil
Pop per [illegible]ion: 32,690
#1 Biller KSSK $4,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KQMQ A/F	(CHR)	183/16.3	14.2	14.2	14.4	16.4	14.8		2347/34.2	35.7	35.8	91				KQMQ A/F
2. KUMU A/F	(EZ)	134/11.6	9.9	10.0	12.6	10.4	11.0		1523/22.2	19.7	22.4	105				KUMU A/F
3. KSSK	(MOR)	132/11.5	12.5	11.2	13.0	13.4	12.1		1543/22.5	23.0	25.5	130				KSSK
4. KMAI-F	(CHR)	119/10.3	8.3	9.0	4.9	6.6	8.1		1553/22.6	19.7	19.5	55				KMAI-F
5. KPOI-F	(AOR)	82/ 7.1	6.4	6.3	8.7	7.5	7.1		1202/17.5	14.8	16.5	125				KPOI-F
6. KRTR-F	(AC)	69/ 5.9	8.4	7.3	6.6	5.7	7.1		962/14.0	17.5	15.8	125				KRTR-F
7. KXPW-F	(AC)	58/ 5.0	5.0	6.3	9.5	9.8	6.5		1194/17.4	16.9	23.9	102				KXPW-F
8. KIKI-F	(O)	51/ 4.4	6.2	5.8	5.2	4.7	5.4		704/10.3	14.7	12.1	173				KIKI-F
9. KCCN	(ETH)	45/ 3.9	3.9	5.5	4.4	4.0	4.4		675/ 9.8	9.7	10.9	115				KCCN
10. KHVH	(N/T)	44/ 3.8	4.1	4.0	3.8	4.0	3.9		724/10.5	11.5	11.5	66				KHVH
11. KHHH-F	(J/NA)	32/ 2.8	---	---	---	---	---		359/ 5.2	---	---	161				KHHH-F
12. KGU	(T)	31/ 2.7	3.6	3.7	4.8	3.5	3.7		431/ 6.3	7.1	8.7	30				KGU
13. KDEO	(C)	22/ 1.9	2.7	3.1	2.2	2.0	2.5		327/ 4.8	6.0	5.2	132				KDEO
14. KOHO	(?)	21/ 1.8	1.2	1.1	1.1	1.2	1.3		153/ 2.2	2.6	2.0	28				KOHO
15. KNDI	(?)	16/ 1.4	1.7	.8	1.3	.6	1.3		167/ 2.4	2.2	1.2	57				KNDI

Honolulu's Metro and TSA are the same.

12+ FM SHARE (METRO): 63.34% (679 of 1072) (SUM 87: 55.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMAI-F>>	1. KQMQ-F+>>	1. KQMQ-F+>>	1. KQMQ-F+<	1. KSSK <	1. KSSK	1. KSSK	1. KQMQ-F+	1. KQMQ-F+	1. KMAI-F	1. KHVH
2. KQMQ-F+>>	2. KPOI-F	2. KSSK	2. KSSK >	2. KQMQ-F+	2. KUMU-F+>>	2. KQMQ-F+	2. KUMU-F+	2. KMAI-F<	2. KQMQ-F+	2. KGU >
3.	3. KMAI-F>	3. KPOI-F	3. KPOI-F	3. KUMU-F+	3. KQMQ-F+	3. KUMU-F	3. KSSK >	3. KUMU-F+	3. KUMU-F+	3. KUMU-F
4.	4. KRTR-F	4. KMAI-F	4. KUMU-F+	4. KPOI-F	4. KHVH	4. KMAI-F	4. KMAI-F	4. KSSK	4. KXPW-F	4. KSSK
5.	KXPW-F	5. KUMU-F+	5. KIKI-F	5. KIKI-F<	5.	5. KPOI-F	5. KPOI-F	5. KPOI-F	5. KPOI-F	5. KMAI-F
	6. KUMU-F+	6. KRTR-F		6. KRTR-F		6. KRTR-F		6. KGU		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQMQ-F+>>	1. KQMQ-F+>>	1. KQMQ-F+>>	1. KQMQ-F+>>	1. KQMQ-F+<	1. KQMQ-F+	1. KPOI-F	1. KPOI-F>>	1. KPOI-F<	1. KPOI-F
2. KMAI-F>	2. KMAI-F	2. KXPW-F	2. KSSK	2. KSSK	2. KMAI-F>	2. KQMQ-F+>>	2. KQMQ-F+	2. KQMQ-F+	2. KSSK
3. KRTR-F	3. KXPW-F	3. KSSK	3. KMAI-F	3. KUMU-F+>	3. KPOI-F	3. KMAI-F>	3. KIKI-F>	3. KSSK	3. KQMQ-F+
4. KXPW-F	4. KRTR-F	4. KMAI-F	4. KUMU-F+	4. KMAI-F	4. KUMU-F+	4. KIKI-F	4. KRTR-F	4. KUMU-F+	4. KUMU-F+<
5. KUMU-F+	5. KUMU-F+	KRTR-F	5. KRTR-F	KRTR-F	5. KXPW-F	5. KRTR-F	5. KMAI-F	5. KMAI-F<	5. KIKI-F
		6. KUMU-F+	KXPW-F	6. KXPW-F		KUMU-F+	6. KHHH-F	6. KIKI-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIM-F	95.5	Honolulu	.3/2.0
KLNI	1380	Pearl City	1.0/2.7
KWAI	1080	Honolulu	.3/1.5
KZOO	1210	Honolulu	.8/1.9

RADIO STATIONS

KCCN, 1420, 5 KW	, ETHNIC	,$ 25.00	(Roslin)	
KDEO, 940, 10 KW	, COUNTRY	MBS,$ 23.00	(---)	
KGU , 760, 10 KW	, TALK	CBS,ABC-T,$ 28.00	(Banner)	
KHVH, 990, 5 KW	, NEWS/TALK	NBC,ABC-1,$ 40.00	(HNWH)	
KIKI, 830, 10 KW	, OLDIES	,$ 30.00	(Katz)	Parker
KSSK, 590, 5 KW	, MOR	,$ 95.00	(Eastman)	Heftel
KAIM-F, 95.5, 100 KW @ 421,	RELIGION	,$ 10.00	(---)	
KMAI-F, 93.9, 100 KW @ 421,	CHR	,$ 52.00	(Katz)	Parker
KPOI-F, 97.5, 83 KW @ 46,	AOR	,$ 45.00	(Republic)	
KQMQ-F, 93.1, 54 KW @ -119,	CHR	,$ 66.00	(Christal)	
KRTR-F, 96.3, 75 KW @ 2120,	AC	,$ 40.00	(Torbet)	
KUMU-F, 94.7, 100 KW @ 500,	BTFL/EZ	,$ 46.00	(Torbet)	
KXPW-F, 92.3, 100 KW @ 1685,	AC/CONTEMP	,$ 56.00	(Eastman)	Heftel
KHHH-F, 98.5, 100 KW @ 280,	JAZZ/NEW AGE	,$ NA	(HNWH)	

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HOUSTON

Arbitron Rank/Pop (12+): 10/2,997,900

MSA Rank/Pop: 8/3,710,000
ADI # 10

Average Person Ratings: 17.4
Market TSL: 23.0 hours

Stations: 30/30
Diaries: 2220/1350:1/46.4%
Sample Target. 2030
% Below Line: 0
% Not Listed: 8.5

1987 Revenue: $100,300,000
HH Inc.: $36,984
Retai $: 26.3 Bil
Pop per Station: 99,930
#1 Biller: KIKK A/F $12,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F	(B/U)	483/9.3	8.8	8.5	7.8	10.3	8.6	529/4631	4011/13.4	13.7	15.9	85				KMJQ-F
2. KIKK-F	(C)	365/7.0	8.1	6.9	8.3	7.3	7.6	409/5002	4451/14.8	17.3	15.9	111				KIKK-F
3. KKBQ A/F	(CHR)	361/6.9	6.7	7.6	6.5	7.5	6.9	395/6730	6225/20.8	19.5	21.6	75				KKBQ A/F
4. KTRH	(N/T)	336/6.5	6.2	5.4	4.9	6.9	5.8	418/5856	5055/16.9	16.3	18.1	77				KTRH
5. KILT-F	(C)	321/6.2	6.7	6.0	5.9	6.0	6.2	419/5275	4399/14.7	16.1	14.0	118				KILT-F
6. KRBE-F	(CHR)	313/6.0	8.4	7.9	6.4	7.2	7.2	354/5845	5109/17.0	20.4	21.2	52				KRBE-F
7. KLOL-F	(AOR)	300/5.8	5.9	5.6	6.2	5.6	5.9	314/4419	3960/13.2	13.5	13.7	79				KLOL-F
8. KODA-F	(EZ)	256/4.9	5.2	5.2	5.7	5.5	5.3	278/4073	3808/12.7	11.9	12.5	92				KODA-F
9. KFMK-F	(AC)	227/4.4	3.8	4.2	4.9	4.9	4.3	286/3302	2986/10.0	9.1	11.4	132				KFMK-F
10. KQUE-F	(BB)	199/3.8	3.4	3.2	4.2	3.9	3.7	201/2194	2115/ 7.1	6.6	8.2	82				KQUE-F
11. KZFX-F	(AOR)	199/3.8	3.7	3.7	4.8	3.8	4.0	204/3032	2934/ 9.8	9.8	10.2	139				KZFX-F
12. KLTR-F	(AC)	196/3.8	3.3	4.5	2.8	2.5	3.6	212/3373	3150/10.5	10.5	9.1	134				KLTR-F
13. KPRC	(T)	172/3.3	2.4	3.1	3.1	2.2	3.0	176/2798	2652/ 8.8	7.9	8.0	76				KPRC
14. KLDE-F	(O)	169/3.2	3.4	2.2	1.8	2.7	2.7	181/3046	2754/ 9.2	8.8	5.8	156				KLDE-F
15. KKHT-F	(AC)	145/2.8	2.8	3.2	4.2	2.6	3.3	149/2847	2749/ 9.2	7.1	9.8	146				KKHT-F
16. KLAT	(SP)	133/2.6	2.1	1.9	3.1	.8	2.4	133/1142	1142/ 3.8	3.2	2.9	96				KLAT
17. KYOK	(B)	80/1.5	.9	1.7	1.7	1.4	1.5	80/ 958	958/ 3.2	2.5	3.9	153				KYOK
18. KXYZ	(SP)	77/1.5	1.1	1.7	1.0	1.7	1.3	77/ 863	863/ 2.9	2.1	2.9	100				KXYZ
19. KHCB-F	(?)	74/1.4	1.0	1.0	.9	1.0	1.1	78/1039	987/ 3.3	2.9	2.6	129				KHCB-F
20. KILT	(C)	66/1.3	.8	.9	.7	.9	.9	72/1213	1018/ 3.4	2.8	3.1	85				KILT
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 77.53% (3692 of 4762) (SUM 87: 79.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKBQ-F+	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F<	1. KTRH	1. KTRH	1. KMJQ-F<	1. KMJQ-F	1. KMJQ-F	1. KTRH
KRBE-F	2. KLOL-F	2. KIKK-F	2. KIKK-F	2. KIKK-F	2. KODA-F	2. KKBQ-F+<	2. KIKK-F	2. KIKK-F	2. KTRH	2. KMJQ-F
3. KMJQ-F	3. KKBQ-F+	3. KLOL-F<	3. KILT-F	3. KILT-F	3. KIKK-F<	3. KILT-F	3. KILT-F	3. KKBQ-F+	3. KRBE-F<	3. KILT-F
4.	4. KRBE-F	4. KKBQ-F+	4. KFMK-F	4. KFMK-F	4. KILT-F	4. KIKK-F	4. KKBQ-F+	4. KRBE-F	4. KKBQ-F+	4. KIKK-F
5.	5. KZFX-F<	5. KILT-F	5. KZFX-F	5. KZFX-F	5. KQUE-F	5. KLOL-F	5. KODA-F	5. KILT-F	5. KLOL-F	5.
6.	6. KIKK-F	6. KFMK-F>	6. KKBQ-F+	6. KKBQ-F+<	6. KPRC	6. KFMK-F	6. KQUE-F<	6. KLOL-F	6. KIKK-F	6.
7.	7.	KRBE-F	7.	7. KLTR-F<	7.	7. KMJQ-F	7. KRBE-F	7. KODA-F	7. KODA-F<	7.
8.	8.	8. KZFX-F	8.	8. KLDE-F	8.	8. KRBE-F	8. KLTR-F	8. KFMK-F	8. KPRC	8.
9.	9.	9.	9.	9.	9.	9. KODA-F	9. KFMK-F	9. KTRH <	9.	9.
10.	10.	10.	10.	10.	10.	10. KPRC KQUE-F	10.	10. KZFX-F	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KIKK-F
2. KRBE-F<	2. KKBQ-F+	2. KKBQ-F+	2. KKBQ-F+	KMJQ-F
3. KKBQ-F+	3. KRBE-F	3. KKHT-F<	3. KIKK-F	3. KILT-F
4. KIKK-F	4. KIKK-F<	4. KLTR-F	4. KLTR-F<	4. KKBQ-F
5. KLOL-F	5. KLTR-F	5. KZFX-F	5. KILT-F<	KLTR-F<
6. KLTR-F	6.	6. KIKK-F	6. KRBE-F	6. KFMK-F
7.	7.	7. KRBE-F	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLOL-F>	1. KLOL-F	1. KLOL-F<	1. KLOL-F	1. KMJQ-F<
2. KMJQ-F	2. KMJQ-F>	2. KMJQ-F	2. KMJQ-F	2. KIKK-F<
3. KRBE-F>	3. KZFX-F	3. KZFX-F	3. KIKK-F	3. KILT-F<
4. KKBQ-F+	4. KRBE-F	4. KIKK-F	4. KZFX-F<	4. KZFX-F<
5. KILT-F	5. KKHT-F	5. KFMK-F	5. KILT-F	5. KLOL-F
6. KIKK-F	6. KIKK-F	6. KILT-F	6. KFMK-F	6. KTRH-F<
7.	7. KILT-F	7.	7.	7. KFMK-F
8.	8. KFMK-F	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCOH	1430	Houston	.8/2.3
KEYH	850	Houston	1.1/1.4
KIKK	650	Pasadena	.5/1.3
KJOJ-F	106.9	Conroe	.5/1.6
KKZR	1070	Houston	.6/1.2
KQQK-F	106.5	Galveston	.8/3.0
KRTS-F	92.1	Seabrook	.5/1.6
KTEK	1110	Alvin	.4/ .7
KYST	920	Texas City	.4/1.3

RADIO STATIONS

AM STATIONS

KCOH, 1430, 1 KW (DAYS)	, BLACK	SBN,NBN,$ 57.00	(Roslin)		
KEYH, 850, 10 KW (DAYS,DA)	, HISPANIC	,$ 47.00	(Caballero)		
KIKK, 650, 250 W (DAYS)	, COUNTRY	,$ 43.00	(Torbet)	Viacom	
KILT, 610, 5 KW (DA-2)	, COUNTRY	,$ 40.00	(Banner)	Legacy	
KKBQ, 790, 5 KW (DA-2)	, CHR	ABC-F,$ NA	(Mc-Guild)	Gannett	
KKZR, 1070, 10 KW/5 KW (DA-2)	, AOR	SMN,$ 35.00	(Katz)	Susquehanna	
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	,$ 80.00	(Katz Hisp.)	Tichenor	
KLVL, 1480, 1 KW/500 W (DA-N)	, HISPANIC	,$ 30.00	(---)		
KNUZ, 1230, 1 KW	, OLDIES	ABC-D,$ 39.00	(Eastman)		
KPRC, 950, 5 KW (DA-N)	, NEWS/TALK	CBS,$110.00	(Eastman)		
KTRH, 740, 50 KW (DA-1)	, NEWS	MBS,ABC-I,$164.00	(CBS)	Rusk	
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	,$ 70.00	(Caballero)	Infinity	
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN,ABC-C,$ 57.00	(---)		

FM STATIONS

KFMK, 97.9, 100 KW @ 2010, AC		,$190.00	(MMR)	Cook Inlet	
KIKK, 95.7, 100 KW @ 1920, COUNTRY		,$210.00	(Torbet)	Viacom	
KILT, 100.3, 100 KW @ 1920, COUNTRY		,$175.00	(Banner)	Legacy	
KKBQ, 92.9, 100 KW @ 1920, CHR		ABC-F,$195.00	(Mc-Guild)	Gannett	
KKHT, 96.5, 100 KW @ 2000, AC		ABC-R,$150.00	(Republic)	Emmis	
KLDE, 94.5, 100 KW @ 1970, OLDIES		Trans,$100.00	(Durpetti)	Entercom	
KLOL, 101.1, 97 KW @ 1949, AOR		Source,$170.00	(CBS)	Rusk	
KLTR, 93.7, 100 KW @ 1779, AC		CBS-R,$165.00	(CBS)	CBS	
KMJQ, 102.1, 100 KW @ 1720, URBAN/BLACK		,$202.00	(Christal)	Noble	
KODA, 99.1, 100 KW @ 1920, BTFL/EZ		,$181.00	(Group W)	Westinghouse	
KQUE, 102.9, 100 KW @ 1049, NOSTALGIA		ABC-E,$120.00	(Eastman)		
KRBE, 104.1, 100 KW @ 1920, CHR		,$190.00	(Katz)	Susquehanna	
KRTS, 92.1, 3 KW @ 300, CLASSICAL		,$ 69.00	(CMBS)		(SEABROOK)
KZFX, 107.5, 100 KW @ 2000, CLASSIC ROCK		,$145.00	(Republic)	Shamrock	
KQQK, 106.5, 100 KW @ 750, HISPANIC		,$ 60.00	(MMR)		(GALVESTON)

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INDIANAPOLIS

Arbitron Rank/Pop (12+): 36/1,001,900

MSA Rank/Pop: 40/1,230,000
ADI # 24

Average Person Ratings: 16.9

Market TSL: 22.5

Stations: 21/20
Diaries: 1591/630:1/52.0%
Sample Target: 1500
% Below Line: 0.9
% Not Listed: 5.1

1987 Revenue: $43,800,000
HH Inc.: $34,011
Retail $: 9.1 Bil
Pop per Station: 50,095
#1 Biller: WIBC $9,200,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIBC (MOR)	235/13.9	13.1	14.7	13.1	13.0	13.7	251/2809	2351/23.5	24.8	22.7	81				WIBC
2. WFBQ-F (AOR)	233/13.8	14.9	12.8	13.7	16.5	13.8	406/4769	2699/26.9	25.1	28.9	115				WFBQ-F
3. WFMS-F (C)	193/11.4	10.3	11.3	13.7	11.9	11.7	270/3060	2108/21.0	19.7	19.3	134				WFMS-F
4. WZPL-F (CHR)	172/10.2	12.2	9.5	10.0	8.0	10.5	231/3556	2459/24.5	24.7	20.4	60				WZPL-F
5. WTLC-F (B)	149/ 8.8	7.7	8.0	8.2	9.7	8.2	157/1386	1238/12.4	12.3	13.8	69				WTLC-F
6. WXTZ-F (EZ)	128/ 7.6	8.6	7.0	8.0	8.0	7.8	174/2259	1552/15.5	14.9	16.3	82				WXTZ-F
7. WENS-F (AC)	114/ 6.7	8.4	8.6	6.7	7.4	7.6	139/2277	1833/18.3	18.3	19.7	130				WENS-F
8. WKLR-F (O)	112/ 6.6	4.3	5.0	5.2	4.1	5.3	182/2517	1568/15.7	13.6	13.4	153				WKLR-F
9. WTUX (BB)	61/ 3.6	2.4	3.6	3.3	3.3	3.2	64/ 675	609/ 6.1	5.1	6.0	33				WTUX
10. WTPI-F (AC)	58/ 3.4	4.4	4.3	4.0	4.4	4.0	70/1281	983/ 9.8	9.8	10.6	159				WTPI-F
11. WIRE (C)	33/ 2.0	1.8	2.2	2.2	2.4	2.1	33/ 601	550/ 5.5	4.9	6.0	60				WIRE
12. WPZZ-F (B)	23/ 1.4	.4	.8	.5	---	.8	30/ 267	221/ 2.2	1.8	---	136				WPZZ-F

12+ FM SHARE (METRO): 76.11% (1220 of 1603) (SUM 87: 74.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZPL-F>>	1. WFBQ-F>>	1. WFBQ-F>	1. WFBQ-F	1. WFBQ-F<	1. WIBC-F>>	1. WFBQ-F	1. WFBQ-F	1. WFBQ-F<	1. WZPL-F>	1. WIBC >
2. WFBQ-F	2. WZPL-F	2. WFMS-F	2. WFMS-F	2. WFMS-F	2. WFMS-F	2. WIBC >	2. WIBC	2. WIBC <	2. WFBQ-F<	2. WTLC-F
3. WTLC-F>	3. WTLC-F<	3. WZPL-F	3. WKLR-F	3. WIBC	3. WXTZ-F>	3. WFMS-F	3. WFMS-F	3. WFMS-F	3. WIBC <	3. WXTZ-F
4. WENS-F	. WENS-F	4. WKLR-F	4. WIBC <	4. WKLR-F	4. WTUX	4. WTLC-F	4. WXTZ-F	4. WZPL-F	4. WTLC-F	4. WFMS-F
5.	5. WFMS-F	5. WENS-F	5. WENS-F	5. WENS-F	5. WTLC-F	5. WZPL-F	5. WZPL-F	5. WTLC-F	5. WENS-F<	5.
	6. WKLR-F	6. WTLC-F	6. WZPL-F	6. WXTZ-F	6. WKLR-F	6. WXTZ-F	6. WKLR-F	6. WXTZ-F	6. WFMS-F	
		7. WIBC	7. WTLC-F	7. WTLC-F	7. WFBQ-F	7. WENS-F	7. WTLC-F	7. WKLR-F	7. WXTZ-F	
				WZPL-F		8. WKLR-F	8. WENS-F	8. WENS-F	8. WKLR-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WZPL-F	1. WENS-F<	1. WENS-F	1. WENS-F	1. WFMS-F	1. WFBQ-F>>	1. WFBQ-F>>	1. WFBQ-F>>	1. WFBQ-F>>	1. WFBQ-F>
2. WTLC-F	2. WZPL-F>	2. WFBQ-F	2. WFMS-F<	2. WIBC	2. WTLC-F	2. WFMS-F	2. WKLR-F<	2. WFMS-F	2. WFMS-F
3. WENS-F>	3. WFBQ-F	3. WZPL-F	3. WZPL-F	3. WENS-F>	WZPL-F>	3. WTLC-F	3. WFMS-F	3. WKLR-F>	3. WKLR-F
4. WFBQ-F>	WTLC-F>	4. WFMS-F	4. WFBQ-F<	4. WKLR-F<	4. WFMS-F>	4. WKLR-F	4. WTPI-F	4. WTLC-F	4. WIBC >
5. WFMS-F>>	5. WFMS-F	WKLR-F	5. WTLC-F	5. WFBQ-F	5. WKLR-F	5. WZPL-F	5. WTLC-F	5. WZPL-F<	5. WTLC-F
6. WKLR-F	6. WKLR-F	6. WTLC-F	WKLR-F	6. WXTZ-F	6. WENS-F	6. WENS-F	6. WENS-F	6. WIBC	WTPI-F
WXTZ-F		7. WTPI-F	WIBC	WZPL-F	WTTS-F	7. WTPI-F	7. WZPL-F		7. WENS-F
			WXTZ-F	8. WTLC-F			8. WPZZ-F		
							9. WIBC		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRI	1500	Indianapolis	.5/1.0
WGRT	810	Indianapolis	.8/1.4
WCBK-F	102.3	Martinsville	.5/1.1
WNDE	1210	Indianapolis	.6/3.2
WTTS-F	92.3	Bloomington	1.2/4.4
WXIR-F	98.3	Plainfield	.5/2.8
WXLW	950	Indianapolis	.4/1.8
WLW	700	Cincinnati	.8/2.5

RADIO STATIONS

WBRI, 1500, 5 KW (DAYS,DA)	, RELIGION	,$ 17.00	(---)		
WGRT, 810, 250 W (DAYS)	, GOSPEL	SBN,$ 19.00	(---)	Universal	
WIBC, 1070, 50 KW/10 KW (DA-2)	, MOR	NBC,NBC-T,$140.00	(Durpetti)	Sconnix	
WIRE, 1430, 5 KW (DA-N)	, COUNTRY	ABC-I,$ 41.00	(Republic)	ML Partners	
WNDE, 1260, 5 KW (DA-N)	, OLDIES	US 2,$ 34.00	(Katz)	Great American	
WNTS, 1590, 5 KW/500 W (DA-2)	, RELIGION	,$ 20.00	(---)		
WTUX, 1310, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,$ 45.00	(MMR)	Panache	
WXLW, 950, 5 KW (DAYS,DA)	, RELIGION	,$ 13.00	(---)		
WENS-F, 97.1, 23 KW @ 739, AC		,$107.00	(Christal)	Emmis	
WFBQ-F, 94.7, 52 KW @ 850, AOR		Source,$140.00	(Katz)	Great American	
WFMS-F, 95.5, 13 KW @ 1000, COUNTRY		,$110.00	(Mc-Guild)	Susquehanna	
WKLR-F, 93.1, 13 KW @ 990, OLDIES		,$ 60.00	(Durpetti)	Sconnix	
WTLC-F, 105.7, 50 KW @ 445, BLACK		,$ 70.00	(MMR)	Panache	
WTPI-F, 107.9, 22 KW @ 885, SOFT AC		APR,CBS-R,$ 50.00	(Eastman)		
WXTZ-F, 103.3, 18 KW @ 860, BTFL/EZ		,$ 75.00	(Republic)	ML Partners	
WZPL-F, 99.5, 10 KW @ 947, CHR		APR,$ 85.00	(HNWH)	Booth	
WXIR-F, 98.3, 3 KW @ 296, RELIGION		,$ 15.00	(---)		(PLAINFIELD)
WATI-F, 107.1, 3 KW @ 300, COUNTRY		,$ 25.00	(Regional)	Universal	(DANVILLE)
WTTS-F, 92.3, 37 KW @ 1090, CONTEMP		,$ 30.00	(Republic)	Sarkes Tarzian	(BLOOMINGTON)

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JACKSONVILLE

Arbitron Rank/Pop (12+): 52/726,100

MSA Rank/Pop: 59/961,000
ADI # 57
Average Person Ratings: 15.4
Market TSL: 21.0 hours

Stations: 21/20
Diaries: 1019/713:1/49.9%
Sample Target: 1000
% Below Line: 1.7
% Not Listed: 15.7

1987 Revenue: $19,200,000
HH Inc.: $30,862
Retail $: 5.6 Bil
Pop per Station: 36,305
#1 Biller: WAPE A/F $3,800,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAPE A/F	(CHR)	192/17.2	18.7	16.1	20.5	21.8	18.1	236/2950	2385/32.8	31.3	33.7	81				WAPE A/F
2. WQIK-F	(C)	117/10.5	10.9	8.5	10.5	8.6	10.1	135/1662	1240/17.1	18.5	16.7	123				WQIK-F
3. WFYV-F	(AOR)	115/10.3	7.5	7.8	9.6	7.9	8.8	120/1302	1221/16.8	13.0	14.6	102				WFYV-F
4. WIVY-F	(AC)	95/ 3.5	6.2	7.9	6.7	4.8	7.3	99/1350	1262/17.4	16.3	16.2	145				WIVY-F
5. WPDQ-F	(B)	83/ 7.4	5.8	3.9	4.0	2.5	5.3	88/ 885	831/11.4	11.3	7.2	70				WPDQ-F
6. WAIV-F	(AC)	75/ 6.7	8.7	6.9	7.8	7.6	7.5	92/1367	1185/16.3	20.0	19.3	133				WAIV-F
7. WCRJ-F	(C)	47/ 4.2	7.1	5.5	3.8	5.6	5.2	55/ 848	724/10.0	12.4	9.9	114				WCRJ-F
8. WEJZ-F	(EZ)	46/ 4.1	3.4	6.4	4.0	3.3	4.5	50/ 759	659/ 9.1	9.1	6.9	110				WEJZ-F
9. WOKV	(N/T)	45/ 4.0	3.0	3.6	3.5	2.5	3.5	45/ 524	524/ 7.2	7.3	5.7	120				WOKV
10. WZAZ	(B)	27/ 2.4	2.3	2.6	3.4	3.3	2.7	27/ 338	338/ 4.7	4.9	5.9	100				WZAZ
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 83.30% (783 of 940) (SUM 87: 77.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPE-F+>>	1. WFYV-F<	1. WAPE-F+	1. WAPE-F+	1. WAPE-F+	1. WQIK-F>	1. WAPE-F+	1. WAPE-F+>	1. WAPE-F>	1. WAPE-F+>	1. WPDQ-F<
2. WPDQ-F>>	2. WAPE-F+>>	2. WFYV-F	2. WIVY-F	2. WQIK-F<	2. WIVY-F	2. WQIK-F	2. WFYV-F	2. WFYV-F<	2. WPDQ-F	2. WQIK-F
3.	3. WPDQ-F	3. WIVY-F	3. WQIK-F	3. WIVY-F	3. WAIV-F	3. WFYV-F	3. WQIK-F	3. WQIK-F	3. WIVY-F	3. WFYV-F
4.	4. WIVY-F	4. WQIK-F	4. WFYV-F	4. WFYV-F	WAPE-F+<	4. WIVY-F	4. WAIV-F	4. WIVY-F	4. WFYV-F	4.
5.	5. WAIV-F	5. WAIV-F<	5. WAIV-F	5. WAIV-F	5. WEJZ-F	5. WAIV-F	5. WIVY-F	5. WPDQ-F	5.	5.
	WQIK-F					6. WPDQ-F<	6. WPDQ-F<	6. WAIV-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WAPE-F+	1. WAPE-F+>	1. WAPE-F+>	1. WAPE-F+>	1. WAPE-F+
2. WFYV-F	2. WFYV-F	2. WIVY-F	2. WQIK-F	2. WQIK-F
3. WPDQ-F>	3. WIVY-F<	3. WFYV-F	3. WIVY-F	3. WIVY-F
4. WIVY-F	4. WPDQ-F	4. WPDQ-F	4. WFYV-F	4. WAIV-F>
5. WAIV-F	5. WQIK-F	WQIK-F	5. WAIV-F	5. WFYV-F
WQIK-F		6. WAIV-F	6. WPDQ-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAPE-F+>	1. WFYV-F>	1. WFYV-F>>	1. WFYV-F	1. WFYV-F
WFYV-F	2. WAPE-F+>	2. WAPE-F+<	2. WAPE-F+	2. WIVY-F
3. WPDQ-F>>	3. WPDQ-F>	3. WIVY-F	3. WIVY-F	3. WAPE-F+
4. WAIV-F	4. WIVY-F	4. WOKV	4. WQIK-F	4. WQIK-F>
5.	5. WAIV-F	WPDQ-F	5. WPDQ-F<	5. WAIV-F
		WQIK-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCGL	1360	Jacksonville	1.1/1.4
WFOY	1240	St. Augustine	.7/1.2
WJAX	1220	Jacksonville	.4/2.2
WQIK	1320	Jacksonville	1.1/2.2
WROS	1050	Jacksonville	.7/1.5
WRKJ	930	Jacksonville	.6/2.5
WSOS-F	105.5	St. Augustine	.4/1.1
WSVE	1280	Jacksonville	1.4/2.3
WVOJ	970	Jacksonville	.8/2.5
WNFI-F	99.9	Palatka	1.4/4.7

RADIO STATIONS

WCGL, 1360, 5 KW (DAYS)	, GOSPEL	SBN,$ 20.00	(K & P)		
WFYV, 1460, 5 KW (DA-N)	, AOR	,$ 18.00	(Mc-Guild)	Metroplex	
WJAX, 1220, 1 KW/44 W	, NOSTALGIA	,$ 14.00	(---)	Jones College	
WOKV, 600, 5 KW (DA-N)	, NEWS/TALK	CBS,ABC-T,$ 33.00	(MMR)	EZ	
WZAZ, 1400, 1 KW	, BLACK	SBN,$ 25.00	(Roslin)		
WAIV-F, 96.9, 100 KW @ 935, AC		,$ 85.00	(MMR)	EZ	
WAPE-F, 95.1, 100 KW @ 860, CHR		,$100.00	(Christal)	Statewide	
WCRJ-F, ~~107.3, 100 KW @~~ 350, COUNTRY		,$ 59.00	(Katz)	Hoker	
WEJZ-F, 96.1, 100 KW @ 830, BTFL/EZ		,$ 53.00	(Christal)	ML Media	
WFYV-F, 104.5, 100 KW @ 700, AOR		NBC,$ 80.00	(Mc-Guild)	Metroplex	
WIVY-F, 102.9, 100 KW @ 984, AC		APR,$ 74.00	(Torbet)	Taylor	
WQIK-F, 99.1, 100 KW @ 1049, COUNTRY		ABC-E,$ 82.00	(Eastman)	Jacor	
WPDQ-F, 92.7, 3 KW @ 300, BLACK		NBN,SBN,$ 32.00	(Republic)	Willis	(GREEN COVE)

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KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,264,500

MSA Rank/Pop: 28/1,540,000
ADI # 28
Average Person Ratings: 15.5
Market TSL: 20.75 hours

Stations: 24/23
Diaries: 1418/892:1/53.3%
Sample Target: 1360
% Below Line: 0.9
% Not Listed: 6.0

1987 Revenue: $39,200,000
HH Inc.: $36,363
Retail $: 11.7 Bil
Pop per Station: 54,978
#1 Biller: WDAF $4,900,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDAF	(C)	238/12.1	12.9	12.6	12.8	8.0	12.6	424/4580	2572/20.3	21.5	19.1	102				WDAF
2. KYYS-F	(AOR)	166/ 8.5	9.1	9.4	9.2	8.3	9.1	235/3098	2234/17.7	18.5	18.5	93				KYYS-F
3. KBEQ A/F	(CHR)	149/ 7.6	7.9	9.5	9.8	9.8	8.7	198/3428	2705/21.4	23.6	23.0	61				KBEQ A/F
4. KMBZ	(MOR)	129/ 6.6	6.7	3.3	5.0	8.1	5.4	139/2081	1934/15.3	18.1	20.7	61				KMBZ
5. KCMO	(N/T)	125/ 6.4	5.5	7.0	7.6	8.2	6.6	176/2580	1808/14.3	13.6	17.0	92				KCMO
KRPS-F	(B)	125/ 6.4	5.9	6.7	7.6	5.6	6.7	126/1467	1445/11.4	8.8	8.6	83				KRPS-F
7. KFKF-F	(C)	124/ 6.4	7.9	9.5	7.2	5.5	7.8	163/2150	1638/13.3	17.5	14.6	91				KFKF-F
8. KMBR-F	(EZ)	121/ 6.2	5.4	7.2	7.1	6.0	6.5	159/1979	1450/11.5	11.4	12.5	95				KMBR-F
9. KUDL-F	(AC)	101/ 5.1	3.2	4.0	3.1	3.9	3.9	105/1653	1463/11.6	9.1	10.9	157				KUDL-F
10. KCPW-F	(CHR)	97/ 4.9	5.7	5.1	3.4	5.6	4.8	118/2380	1770/14.0	15.8	14.8	108				KCPW-F
11. KLSI-F	(AC)	94/ 4.8	4.6	4.2	3.3	4.6	4.2	102/1550	1317/10.4	11.6	11.1	154				KLSI-F
12. KCFX-F	(AOR)	90/ 4.6	5.3	5.2	3.9	5.3	4.8	113/1899	1478/11.7	12.7	12.0	124				KCFX-F
13. WHB	(O)	72/ 3.7	2.7	2.4	3.4	2.7	3.1	108/1748	1148/ 9.1	8.7	8.5	157				WHB
14. KXXR-F	(AC)	55/ 2.8	1.1	.6	.9	.8	1.4	72/1300	1081/ 8.5	4.2	4.0	71				KXXR-F
15. KJLA	(BB)	44/ 2.2	2.4	2.1	2.6	3.0	2.3	48/ 757	687/ 5.4	6.5	6.2	23				KJLA
16. KCWV-F	(J/NA)	35/ 1.8	1.3	1.5	1.2	2.4	1.5	41/ 834	721/ 5.7	4.0	4.9	161				KCWV-F
17. KXTR-F	(CL)	24/ 1.2	1.2	1.6	1.6	1.9	1.4	33/ 576	465/ 3.7	3.9	4.3	125				KXTR-F
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 59.94% (1107 of 1847) (SUM 87: 63.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBEQ-F+	1. KYYS-F	1. KYYS-F	1. WDAF	1. WDAF >	1. WDAF >	1. WDAF	1. WDAF	1. WDAF	1. KMBZ-F	1. WDAF
2. KPRS-F	2. KCFX-F	2. WDAF	2. KYYS-F<	2. KUDL-F<	2. KMBZ	2. KYYS-F	2. KYYS-F	2. KYYS-F	2. KBEQ-F+	2. KMBZ-F
3. KYYS-F	3. KPRS-F	3. KUDL-F	3. KUDL-F	3. KYYS-F	3. KCMO <	3. KCMO	3. KFKF-F+	3. KBEQ-F+	3. KYYS-F	3. KPRS-F
4. KCPW-F	4. KBEQ-F+	4. KPRS-F<	4. KLSI-F	4. KLSI-F	4. KMBR-F	4. KMBR-F	4. KCMO	4. KFKF-F+	4. KPRS-F	4. KCMO
5.	5. KCPW-F	5. KFKF-F+	5. KLFX-F	5. KCMO <	5. KFKF-F+	5. KFKF-F+	KMBR-F	5. KCMO	5. KCMO	5. KCFX-F
6.	6. KLSI-F	6. KBEQ-F+<	WHB	KFKF-F+	6. KUDL-F	6. KBEQ-F<	6. KPRS-F	6. KLSI-F	6.	KYYS-F
7.	7. KFKF-F+	7. KLFX-F	7. KFKF-F+	KMBR-F	7.	7. KUDL-F	7. KLSI-F	KMBR-F	7.	7. KFKF-F
8.	8. KUDL-F	KLSI-F	8.	8.	8.	8.	8.	8.	8.	KMBR-F
9.	WDAF	9.	9.	9.	9.	9.	9.	9.	9.	KUDL-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KBEQ-F+	1. KBEQ-F+	1. KLSI-F>	1. KUDL-F	1. WDAF >
2. KPRS-F	2. KLSI-F	2. KUDL-F	WDAF	2. KLSI-F
3. KYYS-F	3. KCPW-F	3. WDAF	3. KBEQ-F+	3. KUDL-F
4. KFKF-F+	4. KPRS-F	4. KCPW-F	KLSI-F	4. KMBR-F
5. KCPW-F	5. KUDL-F	5. KBEQ-F+	5. KPRS-F	5. KBEQ-F+<
6. KXXR-F	6. KYYS-F	6. KCFX-F	6. KFKF-F+	6. KFKF-F+
7. KUDL-F	7. KFKF-F+	7. KYYS-F	7. KCPW-F	WHB
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KYYS-F>	1. KYYS-F>	1. KYYS-F>	1. KYYS-F>	1. KYYS-F
2. KCFX-F	2. KCFX-F>	2. KCFX-F	2. KCFX-F	2. WDAF
3. KPRS-F<	3. KPRS-F	3. KPRS-F	3. KFKF-F+	3. KCMO
4. KFKF-F+	4. KCPW-F	4. WDAF-F	KPRS-F	4. KCFX-F
5. KBEQ-F+	KFKF-F+	5. KCPW-F	5. WDAF	5. KUDL-F
6. KXXR-F	6. WDAF	6. KCMO	6. KCMO <	6. KFKF-F+<
7. KCPW-F	7. KBEQ-F+	7. KUDL-F	7. KCPW-F	7. KPRS-F
8.	8.	8.	8.	WHB
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCCV	1510	Independence	.6/1.8
KCNW	1380	Fairway	.6/1.7
KPRT	1590	Kansas City	.9/2.5
KLZR-F	105.9	Lawrence	.9/2.4

RADIO STATIONS

AM STATIONS

KCCV, 1510, 10 KW (DAYS)	, RELIGION		,$ 18.00	(---)	Bott	(INDEPENDENCE)
KCMO, 810, 50 KW/5 KW (DA-N)	, TALK/NEWS	MBS,ABC-I,	$ 80.00	(Mc-Guild)	Gannett	
KFKF, 1340, 1 KW	, COUNTRY		,$ NA	(HNWH)	Sconnix	
KJLA, 1190, 5 KW/250 W (DA-N)	, NOSTALGIA	MBS,	$ 35.00	(Roslin)		
KMBZ, 980, 5 KW (DA-2)	, MOR/TALK	NBC,	$ 70.00	(Durpetti)	Bonneville	
KPRT, 1590, 1 KW	, GOSPEL	MBS,	$ 22.00	(Republic)		
WDAF, 610, 5 KW	, COUNTRY	ABC-E,	$110.00	(Katz)	Great American	
WHB, 710, 10 KW/5 KW (DA-2)	, OLDIES	APR,	$ 53.00	(Christal)	Shamrock	
KCNW, 1380, 2.5 KW	, RELIGION		,$ 20.00	(---)	Universal	

FM STATIONS

KBEQ, 104.3, 100 KW @ 984, CHR	ABC-C,	$ 86.00	(Banner)	Noble	
KCFX, 100.7, 100 KW @ 846, CLASSIC ROCK	US 1,	$ 50.00	(MMR)	Hoker	
KCPW, 94.9, 100 KW @ 1057, CHR		,$ 55.00	(Mc-Guild)	Gannett	
KFKF, 94.1, 100 KW @ 987, COUNTRY		,$ 71.00	(HNWH)	Sconnix	
KLSI, 93.3, 100 KW @ 1056, AC	CNN,	$ 62.00	(Eastman)	Sandusky	
KMBR, 99.7, 100 KW @ 950, BTFL/EZ		,$ 70.00	(Durpetti)	Bonneville	
KPRS, 103.3, 100 KW @ 450, BLACK	NBN,	$ 52.00	(Republic)		
KUDL, 98.1, 100 KW @ 550, AC	APR,	$ 67.00	(Christal)	Shamrock	
KXTR, 96.5, 100 KW @ 1100, CLASSICAL	US 2,	$ 39.00	(CMBS)		
KXXR, 106.5, 100 KW @ 850, AC		,$ 35.00	(Torbet)	Olympic	
KYYS, 102.1, 100 KW @ 1013, AOR	Source,	$ 85.00	(Katz)	Great American	
KCWV, 98.9, 100 KW @ 990, JAZZ/NEW AGE	SMN,	$ 40.00	(CBS)	Ragan Henry	(LEAVENWORTH, KS)

********** FORMAT CODES **********

CHR	Contemporary Hit Radio, Top 40, Contemporary	T	Talk
AC	Adult Contemporary	N	News
O	Oldies (1955 to near 1988)	SP	Hispanic/Spanish
B	Black (audience predominantly Black - over 75%)	BB	Big Band, Nostalgia
U	Urban (majority of audience is non-white although a large segment is white)	M	Middle of Road (MOR), Full Service, Variety
		J/NA	Jazz and New Age
EZ	EZ Listening, Beautiful Music	R	Religion, Christian, Christian Music
AOR	Album Oriented Rock, also includes Classic Rock	G	Gospel
CL	Classical	E	Ethnic
C	Country	?	Others or Unknown

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KNOXVILLE

Arbitron Rank/Pop (12+): 68/507,200

MSA Rank/Pop: 84/605,000
ADI # 61
Average Person Ratings: 16.6
Market TSL: 23.0 hours

Stations: 15/14
Diaries: 1031/492:1/53.9%
Sample Target: 890
% Below Line: 0.4
% Not Listed: 8.3

1987 Revenue: $12,700,000
HH Inc.: $27,698
Retail $: 4.9 Bil
Pop per Station: 36,229
#1 Biller: WIVK A/F $4,600,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIVK-F	(C)	273/32.5	30.3	31.9	30.1	31.0	31.2	410/3852	2248/44.3	44.6	45.3	110				WIVK-F
2. WIMZ A/F	(AOR)	129/15.3	16.4	10.9	11.9	13.6	13.6	198/2248	1334/26.3	28.9	27.1	111				WIMZ A/F
3. WMYU-F	(AC)	97/11.5	8.7	11.1	13.7	14.5	11.3	129/2119	1450/28.6	24.9	31.1	122				WMYU-F
4. WEZK-F	(EZ)	86/10.2	12.0	11.9	10.7	11.8	11.2	143/1295	898/17.7	20.0	20.0	88				WEZK-F
5. WOKI-F	(CHR)	77/ 9.2	7.2	9.3	6.1	6.4	8.0	234/2913	952/18.8	18.8	20.6	64				WOKI-F
6. WIVK	(C)	28/ 3.3	5.2	3.7	4.8	3.2	4.3	34/ 469	395/ 7.8	9.1	6.8	103				WIVK
7. WTNZ-F	(CHR)	27/ 3.2	4.3	2.8	3.7	2.8	3.5	28/ 508	440/ 8.7	8.7	7.8	53				WTNZ-F
8.																
9.																
10.																
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 90.78% (699 of 770) (SUM 87: 87.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WOKI-F>>	1. WIVK-F<	1. WIVK-F>>	1. WIVK-F>>	1. WIVK-F>>	1. WIVK-F>>	1. WIVK-F>>	1. WIVK-F>>	1. WIVK-F>>	1. WIVK-F>>	1. WIVK-F>>
2. WIMZ-F+	2. WIMZ-F+>>	2. WIMZ-F+	2. WIMZ-F+	2. WIMZ-F+	2. WEZK-F>>	2. WIMZ-F+	2. WIMZ-F+	2. WIMZ-F+	2. WOKI-F	2. WIMZ-F<
3. WIVK-F	3. WMYU-F	3. WMYU-F>	3. WMYU-F>	3. WMYU-F	3. WMYU-F	3. WMYU-F	3. WEZK-F	3. WMYU-F	3. WIMZ-F+	3. WEZK-F<
4. WTNZ-F	4. WOKI-F	4. WOKI-F	4. WEZK-F	4. WEZK-F	4.	4. WEZK-F	4. WMYU-F>	4. WEZK-F	4. WMYU-F	4. WGAP
5. WMYU-F	5.	5.	5.	5.	5.	5.	5. WOKI-F	5. WOKI-F	5. WEZK-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WMYU-F	1. WIVK-F>	1. WIVK-F>>	1. [illegible]>>	1. WIVK-F>>
2. WIVK-F	2. WMYU-F	2. WMYU-F	2. WM[illegible]-F>	2. WMYU-F>
3. WIMZ-F+>	3. WIMZ-F+	3. WIMZ-F+	3. WIMZ-F+	3. WEZK-F
4. WOKI-F>	4. WOKI-F	4. WOKI-F	4. WOKI-F	4. WIMZ-F+
5.	5.	5. WTNZ-F	5. WEZK-F	5. WOKI-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIMZ-F+>	1. WIMZ-F+>>	1. WIMZ-F+>>	1. WIVK-F	1. WIVK-F
2. WIVK-F	2. WIVK-F>>	2. WIVK-F>	2. WIMZ-F+>>	2. WIMZ-F+>>
3. WOKI-F>>	3. WMYU-F	3. WMYU-F	3. WMYU-F	3. WMYU-F
4. WMYU-F	4. WOKI-F	4.	4. WOKI-F	4.
5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGAP	1400	Maryville	1.1/5.0
WKGN	1340	Knoxville	1.2/2.0
WKNF-F	94.3	Oak Ridge	1.0/3.9
WKXV	900	Knoxville	1.0/2.0
WQBB	1040	Powell	.6/1.9
WRJZ	620	Knoxville	1.2/4.7
WKSF-F	99.9	Asheville	.4/1.5

RADIO STATIONS

WTNZ, 990, 10 KW (DA-2) , COUNTRY ,$ 17.00 (---)
WRJZ, 620, 5 KW (DA-N) , RELIGION ABC-D,$ 12.00 (---)

WIVK (50 KW, DAYS,DA, 850) simulcasts with WIVK-F
WIMZ (1 KW, 1240) simulcasts with WIMZ-F

WEZK-F, 97.5, 100 KW @ 1250, BTFL/EZ ,$ 59.00 (Christal) South Central
WIMZ-F, 103.5, 100 KW @ 1723, AOR Source,$ 70.00 (Christal) Stoner
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY ABC-E,$100.00 (Katz) Dick
WMYU-F, 102.1, 100 KW @ 1000, AC US 1,$ 65.00 (Eastman) Jacor (SEVIERVILLE)
WOKI-F, 100.3, 100 KW @ 2000, CHR ABC-F,$ 44.00 (HNWH) (OAK RIDGE)
WTNZ-F, 95.3, 3 KW @ 300, CHR US 2,$ 16.00 (Eastman) (CLINTON)

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LANSING

Arbitron Rank/Pop (12+): 99/353,100

MSA Rank/Pop: 110/430,000
ADI # 105
Average Person Ratings: 15.6
Market TSL: 20.75 hours

Stations: 18/15
Diaries: 808/437:1/50.6%
Sample Target: 780
% Below Line: 8.2
% Not Listed: 15.6

1987 Revenue: $12,000,000
HH Inc.: $35,080
Retail $: 3.0 Bil
Pop per Station: 23,540
#1 Biller: WVIC A/F $3,200,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVIC-F (CHR)	118/21.5	21.6	19.3	19.5	18.7	20.5	188/2231	1395/39.5	35.8	41.7	88				WVIC-F
2. WITL-F (C)	87/15.8	15.5	15.2	15.1	13.8	15.4	140/1460	895/25.3	26.1	21.4	113				WITL-F
3. WFMK-F (AC)	41/ 7.5	5.9	8.3	5.1	5.9	6.7	55/ 927	663/18.8	13.7	20.6	125				WFMK-F
4. WJIM-F (EZ)	31/ 5.6	6.4	8.5	7.6	8.2	7.0	53/ 704	496/14.0	12.9	13.4	88				WJIM-F
WJR (MOR)	31/ 5.6	4.5	4.1	6.7	8.0	5.2	98/1270	429/12.1	13.0	14.1	113				WJR
6. WLNZ-F (CHR)	29/ 5.3	5.3	4.9	3.0	4.4	4.6	34/ 618	514/14.6	12.7	11.5	40				WLNZ-F
7. WMMQ-F (AOR)	26/ 4.7	4.1	4.2	4.6	5.8	4.4	30/ 648	517/14.6	11.2	17.9	140				WMMQ-F
WIBM-F (O)	26/ 4.7	5.2	4.1	5.8	5.8	5.0	60/ 966	431/12.2	14.4	14.9	170				WIBM-F
9. WJXQ-F (AOR)	25/ 4.5	5.2	4.6	4.7	4.5	4.8	55/ 917	414/11.7	12.1	15.0	109				WJXQ-F
10. WILS-F (AC)	16/ 2.9	2.5	4.4	4.4	2.8	3.6	16/ 390	374/10.6	8.4	11.3	53				WILS-F
11. WILS (B)	11/ 2.0	2.1	2.5	3.3	.5	2.5	16/ 166	155/ 4.4	4.4	2.6	85				WILS
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 87.50% (406 of 464) (SUM 87: 84.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WVIC-F>>	1. WVIC-F>>	1. WVIC-F>>	1. WVIC-F>	1. WVIC-F	1. WITL-F>>	1. WVIC-F	1. WVIC-F>	1. WVIC-F>	1. WVIC-F>	1. WVIC-F<
2. WLNZ-F>>	2. WITL-F	2. WITL-F>	2. WITL-F>	2. WITL-F>	2. WJIM-F	2. WITL-F>>	2. WITL-F>	2. WITL-F	2. WITL-F	2. WITL-F
3. WILS-F	3. WJXQ-F	3. WFMK-F>	3. WFMK-F	3. WFMK-F	3. WJR >	3. WJR	3. WFMK-F>	3. WFMK-F>	3. WMMQ-F	3. WFMK-F
WITL-F	4. WFMK-F	4. WIBM-F	4. WIBM-F	4. WIBM-F	4. WFMK-F	4. WFMK-F	4. WJIM-F	4. WJIM-F	4. WLNZ-F	WIBM-F<
5.	5. WMMQ-F	5. WJXQ-F	5. WMMQ-F	5. WMMQ-F	5. WVIC-F	5. WJIM-F	5. WIBM-F	5. WIBM-F	5. WJXQ-F	5. WJXQ-F
	6. WIBM-F	6. WMMQ-F	6. WJXQ-F	6. WJR		6. WIBM-F	WJR	6. WLNZ-F	6. WJR	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WVIC-F>>	1. WVIC-F>>	1. WVIC-F>>	1. WVIC-F	1. WITL-F
2. WLNZ-F	2. WFMK-F	2. WFMK-F	2. WFMK-F	2. WVIC-F
3. WFMK-F	3. WITL-F	WIBM-F	WITL-F>	3. WFMK-F
WITL-F	4. WLNZ-F	4. WILT-F	4. WIBM-F	4. WIBM-F
5. WILS-F	5. WIBM-F	5. WJXQ-F	5. WLNZ-F	5. WJIM-F
	WILS-F		6. WILS-F	6. WJR
	WJXQ-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WVIC-F>>	1. WVIC-F>>	1. WVIC-F>>	1. WVIC-F>>	1. WVIC-F
2. WJXQ-F	2. WJXQ-F	2. WMMQ-F>	2. WITL-F>	2. WITL-F>
3. WFMK-F	3. WITL-F	3. WITL-F	3. WJXQ-F	3. WMMQ-F>
WITL-F>	WMMQ-F>	WJXQ-F>	WMMQ-F	4. WFMK-F
5. WLNZ-F	5. WFMK-F	5. WIBM-F	5. WFMK-F	WIBM-F
	WIBM-F		WIBM-F	WJXQ-F
				WJR

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WITL	1010	Lansing	.9/3.2
WJIM	1240	Lansing	.4/2.9
WVIC	730	East Lansing	.5/1.0
WXLA	1180	Dimondale	1.1/1.9
WIOG-F	102.5	Bay City	.4/3.5
WOOD-F	105.7	Grand Rapids	.9/4.4

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-2)	, BLACK	CBS,$ 14.00	(Banner)	
WJIM, 1240, 1 KW	, BTFL	NBC,$ 13.00	(Torbet)	Leicinger
WXLA, 1180, 1 KW (DAYS,DA)	, BLACK	,$ 14.00	(Patt)	
WFMK-F, 99.1, 28 KW @ 600, AC		,$ 41.00	(Republic)	Liggett
WIBM-F, 94.1, 50 KW @ 500, OLDIES		US 2,$ 30.00	(Christal)	(JACKSON)
WILS-F, 101.7, 3 KW @ 180, AC		CBS,$ 28.00	(Banner)	
WITL-F, 100.7, 27 KW @ 680, COUNTRY		ABC-E,$ 51.00	(Mc-Guild)	Midwest Family
WJIM-F, 97.5, 28 KW @ 440, BTFL/EZ		NBC,$ 30.00	(Torbet)	Leicinger
WJXQ-F, 106.1, 50 KW @ 500, AOR		ABC-C,$ 26.00	(Christal)	(JACKSON)
WLNZ-F, 92.1, 3 KW @ 300, CHR		,$ 22.00	(MMR)	(ST. JOHN'S)
WMMQ-F, 92.7, 1.5 KW @ 466, CLASSIC AOR		Source,$ 29.00	(HNWH)	(CHARLOTTE)
WVIC-F, 94.9, 49 KW @ 500, CHR		,$ 68.00	(Katz)	Goodrich

WJR - See Detroit

WIOG-F - See Saginaw

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LAS VEGAS

Arbitron Rank/Pop (12+): 74/479,900

MSA Rank/Pop: 85/575,000
ADI # 94
Average Person Ratings: 15.7
Market TSL: 21.0 hours

Stations: 19/18
Diaries: 834/575:1/52.0%
Sample Target: 820
% Below Line: 0.9
% Not Listed: 15.4

1987 Revenue: $17,600,000
HH Inc.: $30,679
Retail $: 4.7 Bil
Pop per Station: 26,661
#1 Biller: KLUC-F/KRSR $2,500,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFMS A/F	(C)	96/12.7	10.9	10.9	9.5	10.2	11.0	97/ 938	901/18.8	16.7	18.0	113				KFMS A/F
2. KLUC-F	(CHR)	82/10.9	10.6	10.7	11.3	12.3	10.9	82/1183	1183/24.7	27.1	27.1	63				KLUC-F
3. KKLZ-F	(AOR)	70/ 9.3	7.1	8.6	4.7	5.7	7.4	70/ 759	759/15.8	14.1	12.4	142				KKLZ-F
4. KXTZ-F	(EZ)	69/ 9.2	11.0	13.1	9.6	13.0	10.7	74/ 776	712/14.8	16.3	17.3	57				KXTZ-F
5. KYRK-F	(U/CHR)	47/ 6.2	9.0	5.3	8.2	4.8	6.9	47/ 836	810/16.9	22.8	16.2	42				KYRK-F
6. KOMP-F	(AOR)	45/ 6.0	4.8	4.4	7.1	9.1	5.6	49/ 676	625/13.0	13.1	16.8	118				KOMP-F
7. KMZQ-F	(AC)	36/ 4.8	6.1	4.9	6.0	8.1	5.5	37/ 571	555/11.6	13.8	16.2	138				KMZQ-F
8. KORK	(BB)	33/ 4.4	5.2	2.7	5.9	4.0	4.6	33/ 392	366/ 7.6	8.3	6.9	43				KROK
9. KDWN	(T)	24/ 3.2	2.1	3.7	3.9	2.7	3.2	29/ 433	358/ 7.5	7.3	7.1	66				KDWN
10. KLSQ-F	(O)	23/ 3.1	3.3	3.4	3.3	2.2	3.3	23/ 488	488/10.2	8.6	7.2	113				KLSQ-F
11. KENO	(O)	20/ 2.7	2.4	1.8	2.2	1.6	2.3	20/ 274	274/ 5.7	7.6	5.7	148				KENO
12. KMTW	(B)	16/ 2.1	2.0	1.4	.7	1.2	1.6	16/ 174	172/ 3.6	5.6	4.3	167				KMTW
KNUU	(T)	16/ 2.1	2.0	3.0	3.3	2.9	2.6	16/ 308	304/ 6.3	7.3	7.1	100				KNUU
KRLV-F	(AC)	16/ 2.1	3.1	3.5	1.7	---	2.6	16/ 380	380/ 7.9	6.7	---	181				KRLV-F
KRRI-F	(O)	16/ 2.1	1.8	2.1	1.8	2.5	2.0	16/ 318	318/ 6.6	6.5	5.5	181				KRRI-F
KEYV-F	(J/NA)	14/ 1.9	1.8	3.9	2.4	2.5	2.5	14/ 259	246/ 5.1	4.9	6.8	174				KLEV-F

12+ FM SHARE (METRO): 80.06% (510 of 637) (SUM 87: 82.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KLUC-F>>	1. KKLZ-F	1. KKLZ-F	1. KKLZ-F	1. KFMS-F+	1. KXTZ-F<	1. KFMS-F	1. KFMS-F	1. KLUC-F	1. KLUC-F>	1. KFMS-F>
2. KYRK-F>>	2. KLUC-F	2. KFMS-F+	2. KFMS-F+>>	2. KKLZ-F>	2. KFMS-F+>>	2. KKLZ-F	2. KXTZ-F<	2. KFMS-F	2. KFMS-F	2. KXTZ-F
3.	3. KOMP-F	3. KLUC-F	3. KLUC-F	3. KOMP-F	3. KORK >	3. KLUC-F	3. KKLZ-F	3. KXTZ-F	3. KXTZ-F<	3. KLUC-F
4.	4. KFMS-F+	4. KOMP-F	KMZQ-F	4. KLUC-F	4. KDWN	4. KXTZ-F>	4. KLUC-F	4. KKLZ-F	4. KYRK-F	4.
5.	5. KYRK-F	5. KMZQ-F	KOMP-F	5. KMZQ-F	5. KKLZ-F	5. KOMP-F	5. KOMP-F	5. KYRK-F	5. KOMP-F	5.
		6. KYRK-F				6. KMZQ-F<	6. KYRK-F	6. KOMP-F	6. KKLZ-F	
						7. KYRK-F	7. KMZQ-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KLUC-F>	1. KLUC-F	1. KMZQ-F	1. KLUC-F	1. KFMS-F+
2. KKLZ-F	2. KKLZ-F	2. KKLZ-F>	2. KFMS-F+	2. KLUC-F
3. KYRK-F	3. KMZQ-F	3. KLUC-F	KKLZ-F	KMZQ-F
4. KOMP-F	4. KOMP-F	4. KENO	4. KMZQ-F>	4. KXTZ-F
5. KLSQ-F	KYRK-F	KFMS-F+	5. KLSQ-F	5. KKLZ-F
6. KFMS-F+	6. KLSQ-F	KLSQ-F	KOMP-F	
		KOMP-F	KYRK-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLUC-F	1. KKLZ-F	1. KKLZ-F>	1. KKLZ-F	1. KKLZ-F<
2. KYRK-F	2. KOMP-F	2. KOMP-F	2. KFMS-F+>>	2. KFMS-F+>
3. KFMS-F+	3. KFMS-F+	3. KFMS-F+	3. KOMP-F	3. KOMP-F
4. KOMP-F	4. KLUC-F	4.	4. KLUC-F	4. KLUC-F
5. KRSR	5. KYRK-F	5.	5. KYRK-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRSR	1140	N. Las Vegas	1.1/2.6
KLVV-F	107.5	Pahrump	.8/2.1

RADIO STATIONS

KDWN, 720, 50 KW (DA-N)	, TALK	,$ 22.00 (Roslin)	
KENO, 1460, 5 KW/1 KW (DA-N)	, OLDIES	,$ 17.00 (Christal)	Lotus
KRSR, 1140, 10 KW/2.5 KW (DA-N)	, CHR/AOR	,$ 16.00 (Mc-Guild)	Nationwide
KNUU, 970, 5 KW/500 W (DA-2)	, TALK	CBS,MBS,$ 15.00 (---)	
KORK, 920, 5 KW/500 W (DA-N)	, NOSTALGIA	ACB-I,$ 25.00 (MMR)	Anchor
KMTW, 1340, 1 KW	, BLACK	SMN,$ 16.00 (Banner)	Medina
KEYV-F, 93.1, 50 KW @ 103, JAZZ/NEW AGE		,$ 30.00 (HNWH)	
KFMS-F, 101.9, 100 KW @ 1110, COUNTRY		,$ 47.00 (Katz)	
KKLZ-F, 96.3, 100 KW @ 1170, CLASSIC AOR		,$ 34.00 (Banner)	Medina
KLSQ-F, 95.5, 100 KW @ 1120, OLDIES		,$ 27.00 (Torbet)	
KLUC-F, 98.5, 100 KW @ 1180, CHR		ABC-C,$ 61.00 (Mc-Guild)	Nationwide
KMZQ-F, 100.5, 98 KW @ 1180, AC		,$ 44.00 (Republic)	Olympic
KOMP-F, 92.3, 100 KW @ 1520, AOR		,$ 40.00 (Christal)	Lotus
KRRI-F, 105.5, 120 W @ 1477, OLDIES		MBS,$ 21.00 (Torbet)	
KXTZ-F, 94.1, 100 KW @ 1210, BTHL/EZ		,$ 45.00 (Durpetti)	Parker
KYRK-F, 97.1, 50 KW @ 1950, CHR/URBAN		ABC-E,$ 35.00 (MMR)	Anchor
KRLV-F, 106.3, 100 KW @ 1155, SOFT AC		,$ 26.00 (Eastman)	

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LOS ANGELES

Arbitron Rank/Pop (12+): 2/8,604,700

MSA Rank/Pop: 2/11,300,000
ADI # 2
Average Person Ratings: 18.0
Market TSL: 23.75 hours

Stations. 47/47
Diaries: 3314/2665:1/41.2%
Sample Target: 3440
% Below Line: 0
% Not Listed: 8.7

1987 Revenue: $293,600,000
HH Inc.: $37,900
Retail $: 80.0 Bil
Pop per Station: 187,911
#1 Biller: KIIS A/F $29,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPWR-F	(U/CHR)	1185/7.4	7.4	7.1	7.5	6.6	7.4	1282/17509	15931/18.0	18.6	16.6	66				KPWR-F
2. KIIS A/F	(U/CHR)	1096/6.9	6.5	6.8	7.2	6.5	6.9	1272/21880	18883/21.4	20.0	20.9	103				KIIS A/F
3. KABC	(T)	907/5.7	6.2	5.8	5.5	5.8	5.8	992/12775	11457/13.0	13.3	13.5	74				KABC
4. KOST-F	(AC)	789/5.0	4.6	5.3	4.5	4.9	4.9	908/13503	11735/13.3	12.9	12.8	114				KOST-F
5. KLOS-F	(AOR)	686/4.3	4.3	3.6	3.8	3.0	4.0	1020/12216	8729/ 9.9	10.9	8.7	102				KLOS-F
6. KBIG-F	(AC)	670/4.2	3.4	3.3	4.0	4.3	3.7	768/10490	8673/ 9.8	8.8	10.8	114				KBIG-F
7. KJOI-F	(EZ)	645/4.1	4.2	3.9	4.3	4.5	4.1	693/ 8234	7535/ 8.5	9.5	9.8	76				KJOI-F
8. KROQ-F	(AOR)	546/3.4	3.4	3.4	3.7	4.3	3.5	615/10520	9082/10.3	9.8	11.8	53				KROQ-F
9. KFWB	(N)	523/3.3	2.7	3.3	4.2	2.6	3.4	545/11934	11246/12.7	11.6	12.0	70				KFWB
10. KLSX-F	(AOR)	495/3.1	2.7	3.0	3.6	3.0	3.1	525/ 7546	6776/ 7.7	8.8	8.4	148				KLSX-F
11. KRTH-F	(O)	489/3.1	3.7	3.3	3.7	3.3	3.5	675/13212	10230/11.6	11.9	11.4	148				KRTH-F
12. KNX	(N)	487/3.1	2.9	3.0	3.2	2.8	3.1	604/13230	10481/11.9	11.1	10.6	77				KNX
13. KTWV-F	(J/NA)	483/3.0	1.7	2.4	2.3	2.7	2.4	547/ 8932	7792/ 8.8	6.7	7.3	153				KTWV-F
14. KLVE-F	(SP)	433/2.7	3.1	2.8	2.5	2.8	2.8	447/ 4925	4614/ 5.2	5.8	6.0	119				KLVE-F
15. KTNQ	(SP)	424/2.7	4.2	3.0	3.0	2.3	3.2	443/ 4312	4040/ 4.6	6.2	4.1	107				KTNQ
16. KIQQ-F	(AC)	413/2.6	2.4	2.5	2.8	2.7	2.6	453/ 9138	7153/ 8.1	7.0	7.2	142				KIQQ-F
17. KZLA-F	(C)	329/2.1	2.1	2.4	2.1	2.5	2.2	371/ 5108	4526/ 5.1	4.6	6.0	119				KZLA-F
18. KMPC	(BB)	319/2.0	2.4	2.7	2.5	2.8	2.4	409/ 6963	5685/ 6.4	6.7	8.0	50				KMPC
19. KJLH-F	(B/U)	254/1.6	1.6	2.3	1.8	2.2	1.8	254/ 4678	4672/ 5.3	5.4	5.3	106				KJLH-F
20. KDAY	(B/U)	252/1.6	1.5	1.7	1.5	1.5	1.6	253/ 3512	3482/ 3.9	4.2	4.0	19				KDAY
21. KSKQ	(SP)	249/1.6	1.4	.9	.9	.7	1.2	249/ 2260	2253/ 2.6	2.6	2.0	88				KSKQ
22. KKGD-F	(J)	244/1.5	1.0	1.2	1.0	1.0	1.2	259/ 4114	3816/ 4.3	3.8	3.9	140				KKGD-F
23. KWKW	(SP)	237/1.5	1.9	1.8	1.0	1.2	1.6	237/ 2341	2327/ 2.6	3.4	2.9	120				KWKW
24. KFAC-F	(CL)	220/1.4	1.4	1.4	1.6	1.7	1.5	244/ 4968	4442/ 5.0	5.1	5.4	100				KFAC-F
25. KFI	(T)	219/1.4	1.4	1.2	1.3	1.4	1.3	316/ 5941	4090/ 4.6	5.2	5.5	114				KFI
26. KRLA	(O)	214/1.3	1.3	1.3	1.1	1.2	1.3	236/ 3761	3388/ 3.8	4.3	4.9	108				KRLA
27. KNX-F	(AOR)	213/1.3	1.3	1.9	1.3	1.6	1.5	252/ 5384	4374/ 5.0	5.5	5.0	146				KNX-F
28. KACE-F	(B)	156/1.0	.9	1.0	.9	.8	1.0	174/ 3166	3054/ 3.5	3.1	2.9	100				KACE-F
KLAC	(C)	156/1.0	1.6	1.2	1.4	1.0	1.3	185/ 2961	2561/ 2.9	5.8	2.9	110				KLAC

12+ FM SHARE (METRO): 68.40% (9939 of 14531) (SUM 87: 69.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPWR-F>	1. KPWR-F	1. KIIS-F+	1. KIIS-F+>	1. KIIS-F+	1. KABC >	1. KIIS-F+	1. KPWR-F	1. KPWR-F	1. KABC	1. KABC >
2. KIIS-F+	2. KIIS-F+	2. KPWR-F	2. KOST-F<	2. KOST-F	2. KJOI-F	2. KABC	2. KIIS-F+	2. KIIS-F+	2. KPWR-F	2. KFWB >
3. KROQ-F	3. KLOS-F>	3. KLOS-F	3. KPWR-F	3. KPWR-F<	3. KFWB	3. KPWR-F	3. KJOI-F<	3. KBIG-F	3. KOST-F>	3. KIIS-F
4. KDAY	4. KOST-F	4. KOST-F	4. KLSX-F	4. KBIG-F	4. KNX	4. KLOS-F	4. KBIG-F	KOST-F	4. KIIS-F+	KNX
5.	5. KROQ-F	5. KLSX-F<	5. KRTH-F	5. KLSX-F	5. KBIG-F	5. KFWB	5. KOST-F	5. KLOS-F	5. KROQ-F	5. KOST-F<
6.	6. KLSX-F	6. KBIG-F	6. KLOS-F<	KRTH-F	6. KOST-F	6. KNX	6. KLOS-F	6. KJOI-F	6. KNX	6. KTNQ-F
7.	7. KBIG-F	7. KRTH-F	7. KBIG-F	KTWV-F	7. KIIS-F+	7. KTNQ-F	7. KABC	7. KABC	7. KMPC	7. KPWR-F
8.	8. KLVE-F	8. KTWV-F	KTWV-F	8. KLOS-F	KMPC	8. KOST-F	8. KLSX-F	8. KROQ-F	8. KLSX-F<	8. KIQQ-F
9.	9. KRTH-F	9. KROQ-F	9. KABC	9. KABC	9. KRTH-F<	9. KBIG-F	9. KTWV-F	KRTH-F<	9. KLOS-F	9. KLOS-F
10.	10. KTWV-F	10. KABC	10. KIQQ-F	10. KIQQ-F	10. KTWV-F KZLA-F	10. KJOI-F	10. KRTH	10. KTWV-F	10.	10. KJOI-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KPWR-F	1. KIIS-F+	1. KIIS-F+	1. KIIS-F+	1. KIIS-F>
2. KIIS-F+>	2. KPWR-F>	2. KOST-F	2. KPWR-F	2. KOST-F
3. KOST-F	3. KOST-F	3. KBIG-F	3. KOST-F	3. KBIG-F>
4. KROQ-F>	4. KBIG-F>	4. KPWR-F	4. KBIG-F>	4. KPWR-F
5. KBIG-F	5. KLOS-F	5. KRTH-F	5. KRTH-F	5. KIQQ-F
6. KLOS-F	KROQ-F	6. KTWV-F	6. KIQQ-F	KRTH-F
7. KJLH-F	7. KJLH-F<	7. KLVE-F	7. KTWV-F	7. KTWV-F
8. KDAY	8. KLVE-F	8. KIQQ-F	8. KLVE-F<	8. KJOI-F<
9. KLVE-F	KRTH-F	9. KLOS-F	9. KLOS-F	9. KLVE-F<
10. KIQQ-F KTNQ-F	10. KIQQ-F KTWV-F	10. KJLH-F	10. KJLH-F KROQ-F	10. KABC

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLOS-F	1. KLOS-F>	1. KLOS-F	1. KLOS-F>	1. KIIS-F+
2. KPWR-F	2. KPWR-F	2. KLSX-F	2. KPWR-F<	KLOS-F<
3. KROQ-F	3. KIIS-F+<	3. KIIS-F	3. KIIS-F+	3. KLSX-F
4. KIIS-F+	4. KLSX-F	KPWR-F	4. KLSX-F	4. KABC
5. KLSX-F	5. KROQ-F	5. KLVE-F	5. KROQ-F	5. KPWR-F
6. KNAC-F	6. KLVE-F	6. KTWV-F	6. KABC	KTWV-F
7. KDAY	7. KOST-F	7. KTNQ-F	KRTH-F	7. KRTH-F
8. KOST-F	KTWV-F	8. KOST-F	KTWV-F	8. KOST-F
9. KACE-F<	9. KRTH-F	9. KNX-F	9. KOST-F	9. KLVE-F
10. KBIG-F	10. KTNQ	KROQ-F KRTH-F	10. KLVE-F	KNX

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KALI	1430	San Gabriel	.6/1.8
KBRT	740	Avalon	.3/1.7
KFAC	92.3	Los Angeles	.3/1.3
KFSG-F	96.3	Los Angeles	.3/ .9
KGFJ	1230	Los Angeles	.9/1.9
KGIL	1260	San Fernando	.4/1.2
KGRB	900	West Covina	.4/1.8
KIEV	870	Colendale	.3/2.0
KIKF-F	94.3	Garden Grove	.4/ .8
KKLA-F	99.5	Los Angeles	.6/1.7
KMAX-F	107.1	Arcadia	.3/1.2
KMPC-F	101.9	Glendale	.4/2.0
KRTH	930	Los Angeles	.9/3.5
KSKQ-F	97.9	Long Beach	.6/2.3
KYMS-F	106.3	Santa Ana	.3/ .8

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	TALK	ABC-T,ABC-I,$400.00	(Katz)	Cap Cities/ABC	
KALI, 1430, 5 KW (DA-2)	HISPANIC	,$ 78.00	(MMR)	United	(SAN GABRIEL)
KBRT, 740, 10 KW (DAYS,DA)	RELIGION	,$ 50.00	(---)		(AVALON)
KDAY, 1580, 50 KW (DA-2)	BLACK	NBN,$100.00	(Roslin)	Heritage	(SANTA MONICA)
KFI , 640, 50 KW	TALK	MBS,$160.00	(Christal)	Cox	
KFWB, 980, 5 KW	NEWS	UPI,NBC,$300.00	(Group W)	Westinghouse	
KGFJ, 1230, 1 KW	BLACK OLDIES	SMN,SBN,$ 70.00	(Roslin)		
KLAC, 570, 5 KW (DA-N)	COUNTRY	ABC-D,$125.00	(Eastman)	Malrite	
KMPC, 710, 50 KW/10 KW (DA-N)	NOSTALGIA	,$275.00	(Durpetti)	Golden West	
KNX , 1070, 50 KW	NEWS	CBS,$330.00	(CBS)	CBS	
KRLA, 1110, 50 KW/10 KW (DA-2)	OLDIES	,$110.00	(MMR)	Greater Media	
KRTH, 930, 5 KW (DA-N)	OLDIES	US 1,$ NA	(Republic)	RKO	
KSKQ, 1540, 50 KW/10 KW (DA-2)	HISPANIC	,$ 90.00	(SBS)	Spanish Broadcasting	
KTNQ, 1020, 50 KW (DA-2)	HISPANIC	,$160.00	(Caballero)	Heftel	
KWKW, 1300, 5 KW/1 KW (DA-2)	HISPANIC	,$ 90.00	(Lotus)	Lotus	

FM STATIONS

KACE, 103.9, 1.6 KW @ 390, BLACK		APR,$ 70.00	(K & P)	All Pro	(INGLEWOOD)
KBIG, 104.3, 105 KW @ 2890, BTFL/EZ		,$270.00	(CBS)	Bonneville	
KFAC, 92.3, 43 KW @ 2835, CLASSICAL		,$200.00	(Mc-Guild)		
KFSG, 96.3, 54 KW @ 480, RELIGION		APR,$ 40.00	(---)		
KIIS, 102.7, 8 KW @ 2790, CHR		,$550.00	(Mc-Guild)	Gannett	
KGIL, 94.3, 3 KW @ -180, AC		,$ 45.00	(HNWH)	Buckley	(SAN FERNANDO)
KIQQ, 100.3, 5 KW @ 3060, SOFT AC		Trans,$205.00	(HNWH)	Outlet	
KJLH, 102.3, 3 KW @ 300, BLACK		,$119.00	(Roslin)		(COMPTON)
KJOI, 98.7, 75 KW @ 1180, BTFL/EZ		,$280.00	(Banner)	Legacy to Command	
KKGO, 105.1, 18 KW @ 2900, JAZZ		APR,$110.00	(CMBS)		
KLOS, 95.5, 63 KW @ 3129, AOR		ABC-R,$310.00	(Katz)	Cap Cities/ABC	
KLSX, 97.1, 55 KW @ 770, CLASSIC AOR		,$300.00	(MMR)	Greater Media	
KLVE, 107.5, 30 KW @ 2800, HISPANIC		,$160.00	(Caballero)	Heftel	
KMAX, 107.1, 3 KW @ ?? , ETHNIC/RELIGION		,$ 40.00	(---)		(ARCADIA)
KMPC, 101.9, 25 KW @ 2848, AOR		,$100.00	(Durpetti)	Golden West	(GLENDALE)
KNX , 93.1, 28 KW @ 3496, AOR		CBS-R,$145.00	(CBS)	CBS	
KNAC, 105.5, 2 KW @ 400, AOR		ABC-F,$110.00	(---)		
KOST, 103.5, 13 KW @ 3100, AC		,$390.00	(Christal)	Cox	
KPWR, 105.9, 72 KW @ 770, CHR/URBAN		,$415.00	(HNWH)	Emmis	
KRTH, 101.1, 51 KW @ 3130, OLDIES		US 2,$355.00	(Republic)	RKO	
KROQ, 106.7, 6 KW @ 1388, AOR		,$340.00	(Torbet)	Infinity	
KSKQ, 97.9, 79 KW @ 420, HISPANIC		,$ 75.00	(SBS)	Spanish Broadcasting	
KTWV, 94.7, 58 KW @ 2952, JAZZ/NEW AGE		SMN,Source,$250.00	(Banner)	Metropolitan to Legacy	
KZLA, 93.9, 49 KW @ 720, COUNTRY		,$225.00	(Eastman)	Malrite	

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LOUISVILLE

Arbitron Rank/Pop (12+): 47/795,800

MSA Rank/Pop: 48/971,000
ADI # 47

Average Person Ratings: 17.7
Market TSL: 19.0

Stations: 17/17
Diaries: 1316/605:1/53.1%
Sample Target: 1200
% Below Line: 0
% Not Listed: 7.4

1987 Revenue: $22,300,000
HH Inc.: $30,919
Retail $: 6.2 Bil
Pop per Station: 46,812
#1 Biller: WHAS $6,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAMZ-F (C)	200/17.8	16.1	16.7	14.3	16.6	16.2	269/3016	2044/25.7	27.1	25.8	121				WAMZ-F
2. WHAS (MOR)	196/17.5	15.4	17.7	16.1	13.0	16.7	263/3277	2365/29.7	32.2	30.1	93				WHAS
3. WQMF-F (AOR)	107/ 9.5	8.9	9.2	8.8	8.8	9.1	156/2223	1570/19.7	17.8	18.5	95				WQMF-F
4. WDJX-F (CHR)	91/ 8.1	10.9	9.1	9.3	9.5	9.4	138/2415	1665/20.9	23.6	21.3	74				WDJX-F
5. WVEZ-F (AC)	77/ 6.9	6.9	6.1	8.5	9.0	7.1	88/1383	1195/15.0	16.8	17.2	117				WVEZ-F
6. WLRS-F (CHR)	74/ 6.6	5.8	5.3	6.3	5.9	6.0	76/1611	1458/18.3	18.9	20.6	76				WLRS-F
7. WJYL-F (B)	53/ 4.7	5.9	4.7	4.1	6.1	4.9	64/ 805	672/ 8.4	10.6	8.8	91				WJYL-F
8. WRKA-F (AC)	48/ 4.3	6.6	5.1	7.9	6.3	6.0	48/1061	1039/13.1	17.8	15.8	156				WRKA-F
9. WLOU (B)	39/ 3.5	3.2	4.0	4.5	3.2	3.8	40/ 540	521/ 6.5	7.6	8.1	109				WLOU
10. WJYL-F (B)	53/ 4.7	5.9	4.7	4.1	6.1	4.9	64/ 805	672/ 8.4	10.6	8.8	91				WJYL-F
11. WXVW (BB)	34/ 3.0	2.5	2.4	2.6	3.2	2.6	34/ 389	382/ 4.8	5.0	6.7	17				WXVW
12. WCII (O)	29/ 2.6	1.7	1.5	2.5	1.2	2.1	31/ 569	536/ 6.7	5.8	4.5	154				WCII
13. WXLN-F (R)	17/ 1.5	.8	1.1	1.6	1.1	1.3	17/ 415	363/ 4.6	3.1	3.5	147				WXLN-F
14.															
15.															

12+ FM SHARE (METRO): 64.20% (667 of 1039) (SUM 87: 67.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDJX-F>>	1. WQMF-F>	1. WAMZ-F	1. WAMZ-F>	1. WAMZ-F>	1. WHAS	1. WHAS >>	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WHAS
2. WLRS-F	2. WAMZ-F	2. WQMF-F	2. WHAS >	2. WHAS	2. WAMZ-F>>	2. WAMZ-F	2. WHAS >	2. WHAS >	2. WHAS	2. WAVG <
3. WQMF-F	3. WDJX-F<	3. WHAS	3. WQMF-F	3. WQMF-F	3. WVEZ-F	3. WQMF-F	3. WQMF-F	3. WDJX-F<	3. WLRS-F	3. WAMZ-F
4. WJYL-F	4. WLRS-F	4. WDJX-F<	4. WVEZ-F	4. WVEZ-F	4.	4. WDJX-F	4. WDJX-F<	4. WQMF-F	4. WDJX-F	WJYL-F
5.	5. WJYL-F	5. WLRS-F	5. WRKA-F	5. WRKA-F	5.	5. WVEZ-F	5. WVEZ-F	5. WLRS-F<	5. WQMF-F	5.
	6. WHAS	WVEZ-F	6. WDJX-F	6. WDJX-F		6. WLRS-F	5. WLRS-F	6. WVEZ-F	6. WJYL-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQMF-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F
2. WDJX-F	2. WDJX-F	2. WHAS	2. WHAS	2. WHAS >
3. WJYL-F	3. WJYL-F	3. WDJX-F	3. WDJX-F	3. WVEZ-F
4. WLRS-F	4. WQMF-F	4. WRKA-F	4. WVEZ-F	4. WRKA-F
5. WAMZ-F>>	5. WLRS-F	5. WJYL-F	5. WJYL-F	5. WDJX-F
6. WVEZ-F		6. WVEZ-F		6. WJYL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQMF-F>>	1. WQMF-F>>	1. WQMF-F>>	1. WQMF-F	1. WAMZ-F>
2. WLRS-F	2. WAMZ-F	2. WAMZ-F	2. WAMZ-F>	2. WQMF-F
3. WAMZ-F	3. WLRS-F>	3. WHAS	3. WHAS	3. WHAS >>
4. WJYL-F	4. WHAS	4. WLRS-F	4. WLRS-F	4. WVEZ-F
5. WDJX-F>	5. WDJX-F	5. WRKA-F	5. WRKA-F	5. WCII
	WRKA-F	6. WVEZ-F	WVEZ-F	WRKA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCND	940	Shelbyville	.8/ .8
WFIA	900	Louisville	.8/2.4
WTMT	620	Louisville	1.2/4.2
WVEZ	790	Louisville	.4/2.8

RADIO STATIONS

WAVG, 970, 5 KW (DA-2)	, MOR	NBC,US 2,$ 34.00	(MMR)	Radio One
WCII, 1080, 10 KW/1 KW (DA-2)	, OLDIES	SMN,$ 22.00	(Republic)	Stoner
WHAS, 840, 50 KW	, MOR	ABC-I,$120.00	(Christal)	Clear Channel
WLOU, 1350, 5 KW/500 W (DA-N)	, BLACK	SBN,$ 29.00	(MMR)	Johnson
WTMT, 620, 500 W (DA-2)	, COUNTRY	,$ 13.00	(---)	
WXVW, 1450, 1 KW	, NOSTALGIA	SMN,$ 26.00	(K & P)	
WAMZ-F, 97.5, 100 KW @ 505,	COUNTRY	,$ 90.00	(Christal)	Clear Channel
WDJX-F, 99.7, 24 KW @ 720,	CHR	ABC-F,$ 50.00	(Republic)	Stoner
WJYL-F, 101.7, 3 KW @ 300,	BLACK	,$ 32.00	(Banner)	Media Capital
WLRS-F, 102.3, 3 KW @ 300,	CHR	ABC-R,$ 44.00	(MMR)	Radio One
WQMF-F, 95.7, 34 KW @ 580,	AOR	Source,$ 54.00	(Eastman)	
WRKA-F, 103.1, 3 KW @ 300,	AC	,$ 51.00	(Banner)	Capitol-Johnson
WVEZ-F, 106.9, 24 KW @ 670,	SOFT AC	,$ 47.00	(Katz)	Federal
WXLN-F, 103.9, 3 KW @ 300,	RELIGION	ABC-C,$ 16.00	(---)	

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McALLEN - BROWNSVILLE

Arbitron Rank/Pop (12+): 76/467,600

MSA Rank/Pop: McAllen - 125/371,500
ADI # 115 Brownsville - 168/259,900
Average Person Ratings: 19.8
Market TSL: 26.75 hours

Stations: 20/19
Diaries: 732/639:1/46.7%
Sample Target: 810
% Below Line: 0.6
% Not Listed: 5.6

1987 Revenue: $10,500,000
HH Inc.: $23,900
Retail $: 3.3 Bil
Pop per Station: 24,611
#1 Biller: KGBT $1,800,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGBT (SP)	169/18.3	20.6	19.4	15.2	11.2	18.4	182/1343	1202/25.7	30.4	20.1	78				KGBT
2. KBFM-F (CHR)	157/17.0	15.0	11.2	14.0	15.6	14.3	171/1639	1505/32.2	30.9	32.4	68				KBFM-F
3. KIWW-F (SP)	90/ 9.7	8.2	8.9	8.6	7.6	8.9	95/1085	983/21.0	20.6	16.3	125				KIWW-F
4. KTXF-F (C)	84/ 9.1	9.2	8.2	7.8	9.0	8.6	84/ 972	851/18.2	17.7	16.9	114				KTXF-F
5. KELT-F (AC)	76/ 8.2	6.9	5.7	7.0	7.8	7.0	88/ 985	906/19.4	16.3	17.8	156				KELT-F
6. KRIX-F (AOR)	54/ 5.8	3.7	5.1	5.6	6.1	5.1	55/ 686	651/13.9	9.7	13.0	64				KRIX-F
7. KQXX-F (SP)	46/ 5.0	4.6	7.1	5.2	6.2	5.5	46/ 556	538/11.5	11.8	11.9	154				KQXX-F
8. KVLY-F (EZ)	45/ 4.9	4.2	4.8	4.8	5.5	4.7	51/ 399	360/ 7.7	7.2	9.8	80				KVLY-F
9. KIRT (SP)	33/ 3.6	3.7	5.2	2.7	3.6	3.8	35/ 421	400/ 8.6	8.7	6.6	97				KIRT
10. KBOR (SP)	32/ 3.5	2.9	3.1	1.9	1.3	2.9	32/ 255	255/ 5.5	6.8	3.8	106				KBOR
11. KRGE (CHR)	24/ 2.6	4.6	4.8	6.4	6.6	4.6	29/ 618	563/12.0	15.5	17.2	81				KRGE
12. KJAV-F (R/G)	16/ 1.7	1.8	2.3	2.1	2.3	2.0	16/ 130	130/ 2.8	2.5	2.1	112				KJAV-F
13. KURV (T)	14/ 1.5	1.2	1.0	2.5	2.8	1.6	14/ 206	206/ 4.4	4.2	4.1	127				KURV
14.															
15.															

12+ FM SHARE (METRO): 66.86% (583 of 872) (SUM 87: 63.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBFM-F>>	1. KBFM-F>	1. KBFM-F>	1. KELT-F	1. KGBT	1. KGBT >>	1. KGBT >	1. KGBT	1. KGBT <	1. KBFM-F>	1. KGBT <
2. KRIX-F>	2. KELT-F	2. KELT-F	2. KIWW-F	2. KELT-F	2. KIWW-F	2. KBFM-F>	2. KBFM-F>>	2. KBFM-F>>	2. KGBT	2. KIWW-F
3. KTXF-F	3. KTXF-F	3. KIWW-F	3. KBFM-F	3. KIWW-F	3. KVLY-F	3. KIWW-F	3. KIWW-F	3. KELT-F	3. KIWW-F	3. KBFM-F
4.	4. KIWW-F	4. KTXF-F	4. KTXF-F	4. KBFM-F	4. KQXX-F	4. KTXF-F	4. KELT-F	KTXF-F	4. KTXF-F	4. KTXF-F
5.	5. KRIX-F	5. KGBT	5. KGBT	5. KTXF-F	5. KTXF-F+	5. KELT-F	5. KRIX-F<	5. KIWW-F	5. KQXX-F	5. KQXX-F
							6. KVLY-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KBFM-F>>	1. KTXF-F	1. KTXF-F	1. KBFM-F<	1. KGBT
2. KTXF-F	2. KBFM-F	2. KELT-F	2. KTXF-F	2. KIWW-F
3. KELT-F	3. KELT-F	3. KIWW-F	3. KIWW-F<	3. KTXF-F
4. KIWW-F	4. KIWW-F	4. KBFM-F	4. KELT-F>	4. KELT-F
5.	5.	5. KGBT KQXX-F	5. KGBT	5. KBFM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBFM-F>	1. KBFM-F>	1. KELT-F	1. KBFM-F>	1. KBFM-F
2. KRIX-F>>	2. KELT-F	2. KBFM-F>	2. KELT-F	KELT-F
3. KIWW-F	KRIX-F>	3. KRIX-F	3. KIWW-F	3. KGBT
4. KTXF-F	4. KIWW-F	4. KGBT	KRIX-F	4. KIWW-F
5. KELT-F KRGE	5. KGBT	5. KIWW-F 6. KQXX-F	5. KGBT	5. KQXX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGAR-F	106.3	Mercedes	.4/1.7
KITM-F	105.5	Mission	.6/2.2
KRIO	910	McAllen	.8/3.4
KTRH	740	Houston	.5/1.6

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, HISPANIC	,$ 20.00	(Lotus)	
KGBT, 1530, 50 KW (DA-N)	, HISPANIC	,$ 70.00	(Katz Hisp.)	Tichenor
KIRT, 1580, 1 KW/300 W	, HISPANIC	,$ 22.00	(Caballero)	Gomez
KRGE, 1290, 5 KW (DA-2)	, CHR	US 1,$ 27.00	(Banner)	Daytona
KURV, 710, 1 KW (DA-1)	, TALK	NBC-T,ABC-T,$ 14.00	(Miller)	
KBFM-F, 104.1, 100 KW @ 990, CHR		ABC-F,$ 43.00	(Republic)	Encore
KELT-F, 94.5, 100 KW @ 1154, AC		,$ 40.00	(Katz)	
KIWW-F, 96.1, 100 KW @ 540, HISPANIC		,$ 30.00	(Mc-Guild)	Tichenor
KQXX-F, 98.5, 100 KW @ ?? , HISPANIC		,$ 25.00	(Caballero)	Gomez
KRIX-F, 99.5, 100 KW @ 480, AOR		,$ 24.00	(Banner)	Daytona
KTXF-F, 100.3, 100 KW @ 500, COUNTRY		ABC-E,$ 37.00	(Christal)	
KVLY-F, 107.9, 100 KW @ 490, BTFL/EZ		,$ 25.00	(HNWH)	Tippie

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MEMPHIS

Arbitron Rank/Pop (12+): 42/868,300

MSA Rank/Pop: 50/960,000
ADI # 41

Average Person Ratings: 15.8
Market TSL: 21.5 hours

Stations: 20/20
Diaries: 1208/719:1/49.9%
Sample Target: 1160
% Below Line: 0
% Not Listed: 6.6

1987 Revenue: $24,000,000
HH Inc.: $29,448
Retail $: 7.1 Bil
Pop per Station: 43,415
#1 Biller: WMC-F, WRVR A/F $4,200,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F (B)	191/13.9	11.8	12.2	14.0	13.5	13.0	246/2644	2055/23.7	23.8	26.7	94				WHRK-F
2. KRNB-F (B)	150/10.9	9.4	10.6	8.4	9.2	9.8	179/2077	1757/20.2	19.1	20.4	86				KRNB-F
3. WMC-F (CHR)	127/ 9.2	12.8	10.5	9.1	11.2	10.4	202/3184	2186/25.2	25.4	28.0	97				WMC-F
4. WGKX-F (C)	125/ 9.1	9.9	9.3	9.0	9.6	9.3	180/2413	1722/19.8	20.4	18.2	125				WGKX-F
5. WEGR-F (AOR)	111/ 8.1	4.9	5.2	5.4	5.2	5.9	142/1539	1159/13.3	10.5	12.5	101				WEGR-F
6. WRVR-F (AC)	98/ 7.1	7.1	8.3	6.7	8.0	7.3	112/1942	1531/17.6	18.3	18.6	155				WRVR-F
7. WDIA (B)	84/ 6.1	5.2	5.6	5.7	5.3	5.7	108/1651	1313/15.1	15.5	13.7	116				WDIA
8. WLOK (B)	76/ 5.5	6.3	5.3	6.8	6.3	4.7	76/ 850	850/ 9.8	11.0	11.8	73				WLOK
9. WEZI-F (EZ)	62/ 4.5	4.4	6.6	6.2	5.7	5.4	62/ 878	834/ 9.6	10.2	11.6	98				WEZI-F
10. WMC (C)	51/ 3.7	2.8	2.7	3.9	3.3	3.3	53/ 785	645/ 7.4	7.7	7.6	70				WMC
11. WHBQ (N/T)	44/ 3.2	3.2	4.9	2.9	4.6	3.6	52/ 887	712/ 8.2	8.0	9.8	81				WHBQ
12. KMPZ-F (AOR)	33/ 2.4	2.4	3.4	4.0	4.3	3.1	58/1379	832/ 9.6	8.5	9.0	71				KMPZ-F
13. WREC (BB)	29/ 2.1	2.7	2.0	2.5	3.0	2.3	44/ 871	658/ 7.6	7.5	8.2	71				WREC
14. KFTH-F (?)	28/ 2.0	1.4	2.3	1.7	.7	1.9	28/ 468	468/ 5.4	4.1	2.6	95				KFTH-F
15. WRVR (O)	20/ 1.5	2.1	.8	1.2	2.2	1.4	34/ 562	390/ 4.5	5.9	6.4	120				WRVR

12+ FM SHARE (METRO): 72.51% (931 of 1284) (SUM 87: 70.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRNB-F	1. WHRK-F	1. WHRK-F>	1. WHRK-F	1. WHRK-F	1. WLOK <	1. WGKX-F	1. WHRK-F	1. WHRK-F	1. WHRK-F>	1. WDIA <
2. WHRK-F>>	2. WEGR-F	2. KRNB-F<	2. WRVR-F	2. WGKX-F	2. WGKX-F	2. WHRK-F	2. WGKX-F	2. KRNB-F	2. KRNB-F>	2. WEGR-F<
3. WMC-F>	3. KRNB-F	3. WEGR-F<	3. WGKX	3. WRVR-F	3. WEZI-F	3. KRNB-F	3. WMC-F<	3. WGKX-F	3. WMC-F	3. KRNB-F
4. KMPZ-F	4. WMC-F>	4. WMC-F	4. KRNB-F	4. KRNB-F	4. WDIA	4. WEGR-F<	4. KRNB-F	4. WMC-F	4. WEGR-F	WHRK-F
5.	5. WGKX-F	5. WGKX-F	5. WMC-F	5. WMC-F	5. WMC	5. WMC-F	5. WEGR-F	5. WEGR-F	5. WDIA	5. WGKX-F
	6. WRVR-F	6. WRVR-F	6. WEGR-F	6. WEGR-F	6. WRVR-F	6. WDIA WLOK	6. WRVR-F	6. WRVR-F	6. WLOK	6. WLOK

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WHRK-F>	1. WHRK-F	1. KRNB-F	1. WHRK-F	1. WGKX-F
2. KRNB-F	2. KRNB-F	2. WHRK-F<	2. WMC-F<	2. WHRK-F
WMC-F	3. WMC-F>	3. WMC-F	3. KRNB-F	WRVR-F
4. WEGR-F	4. WGKX-F	4. WRVR-F	4. WGKX-F	4. WMC-F
5. WGKX-F	WRVR-F	5. WGKX-F>	5. WRVR-F	5. KRNB-F
	6. WEGR-F	6. WEGR-F<	6. WDIA	6. WDIA
		7. WDIA		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WEGR-F	1. WEGR-F	1. WEGR-F	1. WHRK-F	1. WHRK-F
2. WHRK-F	2. WHRK-F>	2. WHRK-F	2. WEGR-F>	2. WEGR-F
3. KRNB-F	3. KRNB-F	3. WRVR-F	3. KRNB-F	3. WGKX-F
WMC-F>	4. WMC-F	4. KRNB-F	4. WMC-F	WRVR-F
5. WGKX-F	5. WGKX-F	5. WGKX-F	5. WGKX-F	5. KRNB-F
	6. WRVR-F		6. WRVR-F	WMC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHLS-F	96.3	Blytheville	.4/1.1
KSUD	730	W. Memphis	.6/1.6
KWAM	990	Memphis	.7/3.7
WCRV	640	Collierville	1.2/3.0
WXSS	1030	Memphis	1.1/3.2

RADIO STATIONS

KWAM, 990, 10 KW/87 W (DA-2)	, GOSPEL		,$ 20.00	(Republic)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2)	, BLACK	APR,SBN,	$ 36.00	(Katz)	Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-1)	, NEWS/TALK	US 1,US 2,	$ 41.00	(Republic)	RKO
WLOK, 1340, 1 KW (DA-1)	, BLACK/GOSPEL	SBN,NBN,	$ 30.00	(K & P)	
WMC , 790, 5 KW (DA-N)	, COUNTRY	NBC,ABC-1,	$ 43.00	(Banner)	Scripps-Howard
WREC, 600, 5 KW (DA-N)	, NOSTALGIA	CBS,	$ 32.00	(Mc-Guild)	New Market
WXSS, 1030, 50 KW/1 KW (DA-2)	, BLACK	SMN,NBN,	$ 28.00	(Bolton)	
WRVR, 680, 10 KW/5 KW (DA-N)	, OLDIES	Trans,	$ NA	(Christal)	Keymarket
KRNB-F, 101.1, 100 KW @ 347,	BLACK	ABC-F,	$ 50.00	(Republic)	Rivers
KMPZ-F, 98.1, 100 KW @ 715,	AOR		,$ 40.00	(Torbet)	Dittman (OSCEOLA, AR)
WEGR-F, 102.7, 100 KW @ 970,	AOR	1,	$ 47.00	(Mc-Guild)	New Market
WEZI-F, 94.3, 3 KW @ 300,	BTFL/EZ		,$ 40.00	(Christal)	Ardman
WGKX-F, 105.9, 100 KW @ 762,	COUNTRY		,$ 90.00	(HNWH)	Barnstable
WHRK-F, 97.1, 100 KW @ 530,	BLACK	NBC,	$ 78.00	(Katz)	Ragan Henry
WMC-F , 99.7, 300 KW @ 910,	CHR	ABC-C,	$ 94.00	(Banner)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750,	AC		,$ 89.00	(Christal)	Keymarket

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MIAMI - FORT LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,595,900

MSA Rank/Pop: Miami - 22/1,784,600
ADI # 16 Fort Lauderdale - 42/1,159,400
Average Person Ratings: 19.2
Market TSL: 25.5 hours

Stations: 39/35
Diaries: 2518/1031:1/41.7%
Sample Target: 2510
% Below Line: 3.0
% Not Listed: 7.0

1987 Revenue: $96,000,000
HH Inc.: $32,950
Retail $: 24.5 Bil
Pop per Station: 74,169
#1 Biller: WQBA A/F $8,100,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Format Share	Format AQH	Format Cume	
1. WLYF-F	(EZ)	395/7.9	8.7	8.5	8.5	7.0	8.4	420/4304	3878/14.9	15.0	16.4	65				WLYF-F
2. WPOW-F	(CHR/U)	281/5.6	4.6	4.3	5.7	5.0	5.1	315/4022	3549/13.7	11.8	13.0	64				WPOW-F
3. WQBA	(SP)	267/5.4	4.8	4.2	5.4	6.5	5.0	85/1420	1395/ 5.4	7.1	8.9	76				WQBA
4. WNWS	(T)	240/4.8	3.7	3.4	3.5	3.3	3.9	258/2664	2394/ 9.2	8.5	9.3	42				WNWS
5. WEDR-F	(B)	223/4.5	5.8	5.0	5.3	3.9	5.2	226/1930	1878/ 7.2	8.6	7.5	113				WEDR-F
6. WMXJ-F	(O)	213/4.3	4.2	4.4	3.7	2.5	4.2	244/3356	2785/10.7	11.0	8.0	177				WMXJ-F
7. WGTR-F	(AOR)	203/4.1	3.9	3.0	3.4	3.2	3.6	231/2992	2584/10.0	9.2	8.3	129				WGTR-F
8. WIOD	(T)	199/4.0	3.2	4.1	3.6	2.9	3.7	229/3367	2988/11.5	9.7	10.5	83				WIOD
9. WCMQ-F	(SP)	198/4.0	3.7	4.6	5.3	4.2	4.4	198/2042	2037/ 7.8	7.5	7.6	128				WCMQ-F
10. WHYI-F	(CHR)	193/3.9	4.3	4.2	3.8	3.3	4.1	233/4768	3891/15.0	14.8	14.0	105				WHYI-F
11. WJQY-F	(AC)	156/3.1	4.0	4.0	4.2	4.7	3.8	162/2099	1398/ 7.3	10.1	10.7	126				WJQY-F
12. WAXY-F	(AC)	151/3.0	3.4	3.1	4.2	4.5	3.4	170/2960	2579/ 9.9	10.7	13.5	113				WAXY-F
13. WTMI-F	(CL)	150/3.0	2.8	2.8	2.5	2.5	2.8	160/2366	2103/ 8.1	6.9	6.7	73				WTMI-F
14. WHQT-F	(U/CHR)	145/2.9	2.6	2.9	2.6	3.2	2.8	173/3872	3357/12.9	10.2	11.8	72				WHQT-F
WLVE-F	(AC)	145/2.9	2.5	3.3	2.8	3.2	2.9	167/2669	2378/ 9.2	9.2	10.7	155				WLVE-F
16. WINZ	(N/T)	138/2.8	3.7	3.2	3.9	5.0	3.4	143/2287	2170/ 8.4	8.4	11.8	54				WINZ
17. WAQI	(SP)	137/2.7	3.3	3.1	3.6	3.4	3.2	144/1552	1444/ 5.6	5.8	6.6	78				WAQI
18. WKIS-F	(C)	124/2.5	3.3	4.0	3.0	3.1	3.2	145/2683	2389/ 9.2	8.7	7.4	128				WKIS-F
19. WZTA-F	(AOR)	119/2.4	2.2	2.4	2.0	1.4	2.3	148/2331	1924/ 7.4	7.5	6.6	146				WZTA-F
20. WSHE-F	(AOR)	94/1.9	2.1	1.7	1.7	2.6	1.9	123/2601	2025/ 7.8	7.6	9.0	100				WSHE-F
21. WXDJ-F	(J/NA)	87/1.7	1.4	1.9	2.1	.5	1.8	91/1473	1432/ 5.5	4.7	1.2	165				WXDJ-F
22. WQBA-F	(SP)	84/1.7	2.1	2.2	2.1	2.0	2.0	85/1420	1395/ 5.4	6.1	5.0	153				WQBA-F
23. WEAT A/F	(EZ)	84/1.6	1.4	1.6	.9	1.1	1.4	235/2728	1201/ 4.6	3.7	3.7	50				WEAT A/F
24. WRHC	(SP)	79/1.6	1.0	1.5	1.0	1.4	1.3	79/ 913	905/ 3.5	2.5	3.3	75				WRHC
25. WCMQ	(SP)	67/1.3	.9	1.6	1.7	1.5	1.4	67/ 723	723/ 2.8	2.8	2.9	138				WCMQ

12+ FM SHARE (METRO): 66.08% (3064 of 4637) (SUM 87: 62.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPOW-F>>	1. WGTR-F>	1. WGTR-F<	1. WMXJ-F	1. WMXJ-F	1. WLYF-F>	1. WQBA	1. WLYF-F	1. WLYF-F	1. WPOW-F	1. WNWS >>
2. WHQT-F<	2. WPOW-F	2. WMXJ-F	2. WGTR-F	2. WGTR-F	2. WQBA	2. WLYF-F	2. WMXJ-F	2. WPOW-F	2. WEDR-F	2. WLYF-F>
3. WHYI-F	3. WEDR-F	3. WEDR-F	3. WEDR-F	3. WCMQ-F	3. WNWS	3. WIOD <	3. WPOW-F	3. WQBA	3. WNWS	3. WEDR-F
4. WEDR-F	4. WAXY-F	4. WPOW-F	4. WCMQ-F<	WEDR-F	4. WIOD	4. WZTA-F	4. WNWS	4. WMXJ-F	4. WLYF-F<	4. WINZ
5.	5. WHYI-F	5. WHYI-F	5. WLVE-F	WLYF-F	5. WCMQ-F	5. WNWS	5. WQBA	5. WGTR-F<	5. WQBA	5. WHYI-F
6.	6. WLVE-F<	6. WAXY-F	6. WHYI-F	6. WLVE-F	6. WMXJ-F	6. WCMQ-F<	6. WGTR-F	6. WIOD	6. WHQT-F	6. WIOD
7.	7. WMXJ-F<	7. WLVE-F	WLYF-F	7. WHYI-F	WTMI-F	7. WHYI-F<	7. WCMQ-F	WNWS	7. WAXY-F<	7.
8.	8. WZTA-F	8. WJQY-F	8. WJQY-F<	WQBA	8. WAQI	8. WINZ	8. WJQY-F	8. WEDR-F	8. WGTR-F<	8.
9.	9. WHQT-F<	9.	9. WPOW-F	9.	WINZ	9.	9.	9. WNYI-F	9. WHYI-F	9.
10.	10. WSHE-F	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPOW-F>	1. WEDR-F	1. WEDR-F	1. WEDR-F<	1. WMXJ-F
2. WAXY-F	2. WAXY-F	2. WHYI-F	2. WMXJ-F	2. WCMQ-F
WEDR-F	3. WPOW-F	WLVE-F	3. WJQY-F<	3. WJQY-F
4. WHYI-F	4. WHYI-F	4. WGTR-F	4. WAXY-F	4. WLVE-F
5. WGTR-F	5. WGTR-F	5. WAXY-F	WHYI-F	5. WHYI-F
WHQT-F	6. WLVE-F	6. WMXJ-F	6. WCMQ-F	WLYF-F
7. WJQY-F	7. WJQY-F	7. WJQY-F	7. WLVE-F	7. WEDR-F<
8. WSHE-F	8.	8.	8. WPOW-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WGTR-F>	1. WGTR-F>	1. WGTR-F>	1. WGTR-F	1. WMXJ-F
2. WPOW-F>	2. WPOW-F	2. WPOW-F	2. WMXJ-F	2. WGTR-F
3. WEDR-F	3. WEDR-F	3. WEDR-F	3. WPOW-F	3. WEDR-F
4. WSHE-F	4. WZTA-F	WZTA-F	4. WEDR-F	4. WLYF-F
5. WAXY-F	5. WSHE-F	5. WMXJ-F	5. WZTA-F	WZTA-F
6. WHQT-F	6. WHQT-F	6. WSHE-F	6. WSHE-F	WPOW-F
WHYI-F	7. WMXJ-F	7. WHQT-F	7. WLYF-F	7. WIOD
8.	8.	8. WLVE-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAVS	1170	Davie	.5/ .8
WEXY	1520	Wilton Manors	.5/1.0
WFTL	1400	Ft. Lauderdale	1.4/3.3
WKAT	1360	N. Miami	.5/1.4
WMBM	1490	Miami Beach	1.1/2.6
WOCN	1450	Miami	.6/1.9
WQAM	560	Miami	.8/3.2
WRBD	1470	Pompano Beach	.6/1.8
WSUA	1260	Miami	1.2/2.7
WVCG	1080	Coral Gables	.6/2.3
WWNN	980	Pompano Beach	.3/1.6
WKMF-F	97.9	W. Palm Beach	.7/2.1
WSBR	740	Boca Raton	.4/1.5

RADIO STATIONS

AM STATIONS

WAQI, 710, 50 KW (DA-2)	, HISPANIC NEWS/TALK		,$ 62.00	(Katz Hisp.)		
WCMQ, 1210, 25 KW/2.5 KW (DA-2)	, HISPANIC MOR		,$ 52.00	(SBS)	Spanish Broadcasting	
WINZ, 940, 50 KW/25 KW (DA-N)	, NEWS/TALK	CBS,	$ 99.00	(Katz)	Guy GAnnett	
WIOD, 610, 10 KW (DA-2)	, TALK	ABC-T,	ABC-I,$100.00	(Christal)	Cox	
WFTL, 1400, 1 KW	, NOSTALGIA	APR,	$ 39.00	(Southern)		
WKAT, 1360, 10 KW/1 KW	, ETHNIC/BARTER	MBS,	$ 29.00	(Savalli)		
WMBM, 1490, 1 KW	, GOSPEL	NBN,	$ 31.00	(K & P)		
WNWS, 790, 25 KW	, TALK/NEWS	ABC-E,	$ 80.00	(Banner)	Jeff-Pilot	
WOCN, 1450, 1 KW (DA-2)	, HISPANIC		,$ 35.00	(Lotus)		
WQAM, 560, 5 KW/1 KW	, COUNTRY	NBC,	$ 38.00	(HNWH)	Sunshine Wireless	
WQBA, 1140, 50 KW/10 KW (DA-2)	, HISPANIC		,$135.00	(Eastman)	Susquehanna	
WRHC, 1550, 10 KW/500 W (DA-2)	, HISPANIC		,$ 50.00	(Lotus)		
WSUA, 1260, 5 KW (DA-2)	, HISPANIC		,$ 45.00	(Caballero)		
WVCG, 1060, 50 KW/20 KW (DA-2)	, ? ?		,$ 32.00	(---)	Statewide	
WWNN, 980, 5 KW/1 KW (DA-3)	, TALK		,$ 36.00	(---)		(POMPANO BEACH)

FM STATIONS

WAXY, 105.9, 100 KW @ 1049, AC/OLDIES		US 1,	$141.00	(Republic)	RKO
WCMQ, 92.3, 41 KW @ 300, HISPANIC AC			,$ 77.00	(SBS)	Spanish Broadcasting
WEDR, 99.1, 70 KW @ 175, BLACK		CBS-R,	$ 80.00	(---)	Rivers
WGTR, 97.3, 98 KW @ 790, AOR			,$ 78.00	(Christal)	Cox
WHQT, 105.1, 100 KW @ 600, CHR/URBAN			,$100.00	(MMR)	EZ
WHYI, 100.7, 100 KW @ 1000, CHR			,$134.00	(Mc-Guild)	Metroplex
WJQY, 106.7, 100 KW @ 1024, SOFT AC			,$131.00	(Katz)	Tak
WKIS, 99.9, 100 KW @ 986, COUNTRY		US 2,	$ 86.00	(HNWH)	Sunshine Wireless
WLVE, 93.9, 100 KW @ 1006, AC/JAZZ			,$100.00	(Torbet)	Gilmore
WLYF, 101.5, 100 KW @ 813, BTFL/EZ			,$123.00	(Banner)	Jeff-Pilot
WMXJ, 102.7, 100 KW @ 1006, OLDIES			,$114.00	(Durpetti)	Scott Mix
WPOW, 96.5, 100 KW @ 1006, CHR/URBAN		ABC-C,	$ 84.00	(HNWH)	Beasley
WQBA, 107.5, 100 KW @ 500, HISPANIC AC			,$ 60.00	(Eastman)	Susquehanna
WTHM, 98.3, 1 KW @ 462, BLACK			,$ 40.00	(K & P)	(GOULDS)
WTMI, 93.1, 96 KW @ 1006, CLASSICAL			,$ 80.00	(CMBS)	Marlin
WXDJ, 95.7, 100 KW @ 982, JAZZ/NEW AGE		SMN,	$ 74.00	(CBS)	(HOMESTEAD)
WZTA, 94.9, 96 KW @ 1010, CLASSIC AOR			,$ 70.00	(Katz)	Guy Gannett
WSHE, 103.5, 100 KW @ 1006, AOR			,$ 90.00	(Eastman)	TK

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MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,297,900

MSA Rank/Pop: 32/1,400,000
ADI # 30
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 26/23
Diaries: 1458/890:1/55.8%
Sample Target: 1420
% Below Line: 2.2
% Not Listed: 8.0

1987 Revenue: $32,600,000
HH Inc.: $34,659
Retail $: 8.7 Bil
Pop per Station: 56,430
#1 Biller. WTMJ $6,300,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTMJ (MOR)	309/14.0	13.2	12.1	12.9	15.1	13.1	372/4240	3541/27.3	28.3	31.6	70				WTMJ
2. WKTI-F (CHR)	207/ 9.4	9.9	10.4	9.5	7.5	9.8	234/3987	3392/26.1	26.8	24.7	102				WKTI-F
3. WKLH-F (AOR)	199/ 9.0	8.6	5.9	8.3	5.9	8.0	220/2774	2403/18.5	19.3	15.0	149				WKLH-F
4. WMIL-F (C)	155/ 7.0	8.0	7.5	6.7	5.5	7.3	215/2596	2003/15.4	14.0	11.3	121				WMIL-F
5. WEZW-F (EZ)	154/ 7.0	6.3	7.6	8.4	7.1	7.3	199/2330	1980/15.3	15.3	15.4	93				WEZW-F
6. WLZR-F (AOR)	143/ 6.5	6.8	5.7	2.2	2.6	5.3	171/2346	1919/14.8	13.2	6.8	60				WLZR-F
7. WOKY (BB)	141/ 6.4	5.8	7.9	6.8	6.9	6.7	156/1739	1594/12.3	11.6	13.1	39				WOKY
8. WLUM-F (B)	106/ 4.8	6.7	6.6	5.9	6.7	6.0	121/1860	1726/13.3	13.6	12.8	75				WLUM-F
9. WLTQ-F (AC)	105/ 4.7	5.5	3.4	5.0	4.0	4.7	114/1815	1637/12.6	12.4	10.6	160				WLTQ-F
10. WMYX-F (AC)	86/ 3.9	2.5	3.0	4.8	4.4	3.6	105/1692	1422/11.0	8.7	12.4	144				WMYX-F
11. WISN (N/T)	72/ 3.3	2.7	3.0	2.3	3.3	2.8	77/1237	1084/ 8.4	10.8	10.5	64				WISN
12. WQFM-F (AOR)	66/ 3.0	3.7	4.1	5.4	7.5	4.1	90/1934	1345/10.4	12.4	15.1	73				WQFM-F
13. WEMP (O)	53/ 2.4	2.2	2.1	2.2	2.4	2.2	56/1001	936/ 7.2	8.0	7.5	183				WEMP
14. WFMR-F (CL)	41/ 1.9	1.6	3.3	1.9	1.6	2.2	41/ 591	591/ 4.6	4.9	4.6	95				WFMR-F
15. WZTR-F (AC)	34/ 1.5	1.6	2.0	2.0	1.2	1.8	38/1082	995/ 7.7	6.9	5.3	133				WZTR-F
16. WNOV (B)	33/ 1.5	1.2	1.1	1.6	1.9	1.4	33/ 411	395/ 3.0	3.7	3.9	100				WNOV
17. WBZN-F (J/NA)	29/ 1.3	1.2	2.0	1.3	2.0	1.5	37/ 767	573/ 4.4	5.2	9.4	192				WBZN-F
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 66.86% (1362 of 2037) (SUM 87: 62.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKTI-F>>	1. WKLH-F>	1. WKLH-F	1. WKLH-F>	1. WKLH-F>	1. WTMJ >>	1. WTMJ	1. WKLH-F	1. WTMJ	1. WTMJ >>	1. WTMJ >
2. WLUM-F	2. WKTI-F	2. WKTI-F	2. WKTI-F	2. WTMJ <	2. WOKY	2. WKTI-F>	2. WTMJ	2. WKTI-F	2. WLUM-F<	2. WKTI-F
WLZR-F+>>	3. WLZR-F+	3. WLZK-F+	3. WTMJ	3. WKTI-F	3. WEZW-F	3. WKLH-F	3. WEZW-F	3. WKLH-F	3. WLZR-F<	WMIL-F<
4. WTMJ-F	4. WLUM-F	4. WMIL-F	4. WMIL-F<	4. WMIL-F	4. WMIL-F>	4. WMIL-F	4. WKTI-F	4. WMIL-F<	4. WKTI-F	4. WLZR-F
5.	5. WQFM-F	WTMJ	5. WLTQ-F	5. WLTQ-F	5. WISN <	5. WOKY	5. WMIL-F	5. WLZR-F	5. WMYX-F	5. WKLH-F<
6.	6. WMYX-F	6. WLTQ-F	6. WMYX-F	6. WEZW-F	6. WLTQ-F	6. WEZW-F	6. WOKY	6. WEZW-F	6.	6. WOKY
7.	7.	7. WMYX-F	7.	7. WMYX-F	7.	7. WLZR-F	7. WLZR-F<	7. WLTQ-F	7.	7.
8.	8.	8.	8.	8.	8.	8. WISN	8. WLTQ-F	8. WOKY	8.	8.
9.	9.	9.	9.	9.	9.	WLUM-F	9. WMYX-F<	9.	9.	9.
10.	10.	10.	10.	10.	10.	10. WLTQ-F	10.	10. WLUM-F	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKTI-F	1. WKTI-F<	1. WKLH-F	1. WKTI-F	1. WKTI-F
2. WLZR-F+	2. WKLH-F	2. WKTI-F>	2. WKLH-F	2. WTMJ
3. WLUM-F>	3. WLUM-F	3. WMYX-F	3. WMIL-F<	3. WKLH-F
4. WKLH-F	4. WMYX-F	4. WLTQ-F	4. WMYX-F	4. WMIL-F
5. WQFM-F	5. WLZR-F+	5. WLUM-F	5. WLTQ-F<	5. WLTQ-F
6. WMYX-F	6. WLTQ-F	6. WTMJ	6. WLUM-F	6. WEZW-F
7. WMIL-F	7. WMIL-F	7. WMIL-F	WTMJ	7. WMYX-F
8.	8. WZTR-F	8.	8.	8.
9.	9. WQFM-F	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLZR-F>	1. WKLH-F	1. WKLH-F>>	1. WKLH-F>	1. WKLH-F>
2. WKLH-F>	2. WLZR-F+>	2. WLZR-F<	2. WLZR-F+	2. WTMJ
3. WQFM-F	3. WKTI-F	3. WKTI-F>	3. WKTI-F	3. WMIL-F
4. WKTI-F>	4. WQFM-F>	4. WMIL-F	4. WTMJ	4. WKTI-F
5. WLUM-F>	5. WLUM-F	WQFM-F	5. WMIL-F	5. WLTQ-F
6. WEZW-F	6. WMIL-F	6. WTMJ	6. WQFM-F<	6. WLZR-F+
7.	7. WLTQ-F	7. WLTQ-F	7. WLTQ-F	7. WEMP
8.	8.	8. WMYX-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMVP	1290	Greenfield	.8/2.8
WRJN	1400	Racine	.8/1.8
WBBM	780	Chicago	.5/2.9
WGN	720	Chicago	.8/2.4
WJMK-F	104.3	Chicago	.7/ .8

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, OLDIES	MBS,Trans,$ 41.00	(Banner)	Heritage		
WISN, 1130, 50 KW/10 KW (DA-N)	, NEWS/TALK	MBS,ABE-1,$ 52.00	(Katz)	Hearsty		
WMVP, 1290, 5 KW (DA-2)	, BLACK	SMN,$ 21.00	(HNWH)	All Pro		
WNOV, 860, 250 W (DAYS,DA)	, BLACK	NBN,$ 20.00	(---)			
WOKY, 920, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,$ 50.00	(CBS)	Sundance		
WTMJ, 620, 5 KW (DA-N)	, MOR	NBC,$121.00	(Christal)	Milwaukee Journal		
WYLO, 540, 250 W/150 W (DA-1)	, RELIGION/ETHNIC	,$ 20.00	(---)	Marsh	(JACKSON)	

FM STATIONS

WBZN, 100.7, 50 KW @ 500, JAZZ/NEW AGE	,$ 40.00	(Torbet)	SRO		
WEZW, 103.7, 20 KW @ 840, BTFL/EZ	,$ 70.00	(MMR)	Multimedia		
WFMR, 98.3, 3 KW @ 330, CLASSICAL	,$ 49.00	(CMBS)			
WKLH, 96.5, 22 KW @ 810, CLASSIC AOR	,$ 92.00	(Mc-Guild)	Saga		
WKTi, 94.5, 16 KW @ 911, CHR	Source,$ 87.00	(Christal)	Milwaukee Journal		
WLTQ, 97.3, 16 KW @ 980, SOFT AC	,$ 55.00	(Katz)	Hearst		
WLUM, 102.1, 50 KW @ 490, BLACK	CBS-R,$ 47.00	(HNWH)	All Pro		
WLZR, 102.9, 50 KW @ 422, AOR	ABC-F,$ 57.00	(Republic)	Great American		
WMIL, 106.1, 13 KW @ 976, COUNTRY	,$ 74.00	(CBS)	Sundance		
WMYX, 99.1, 50 KW @ 450, AC	CBS-R,$ 62.00	(Banner)	Heritage		
WQFM, 93.3, 14 KW @ 940, AOR	ABC-R,$ 64.00	(Eastman)	Shamrock-Lynett		
WZTR, 95.7, 34 KW @ 610, AC	,$ 41.00	(Durpetti)			

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MINNEAPOLIS - ST. PAUL

Arbitron Rank/Pop (12+): 18/1,936,500

MSA Rank/Pop: 14/2,340,000
ADI # 13
Average Person Ratings: 16.1
Market TSL: 21.25

Stations: 17/17
Diaries: 1783/1086:1/55.8%
Sample Target: 1660
% Below Line: 0
% Not Listed: 11.4

1987 Revenue: $63,000,000
HH Inc.: $38,799
Retail $: 18.4 Bil
Pop per Station: 113,912
#1 Biller: WCCO $19,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCCO	(MOR)	695/22.3	16.6	16.9	19.4	19.3	18.8	977/11320	8055/41.6	35.3	39.0	72				WCCO
2. KQRS A/F	(AOR)	295/ 9.5	11.7	7.9	10.2	8.6	9.8	343/ 4919	4113/21.2	23.0	20.4	106				KQRS A/F
3. KSTP-F	(AC)	234/ 7.5	9.0	9.4	8.3	8.7	8.6	236/ 4333	3558/18.4	19.5	21.5	155				KSTP-F
4. KDWB-F	(CHR)	212/ 6.8	4.7	5.1	5.2	6.5	5.5	251/ 4477	3854/19.9	17.1	20.6	50				KDWB-F
5. WAYL-F	(EZ)	196/ 6.3	4.6	5.5	5.8	5.4	5.6	219/ 3311	2858/14.8	10.9	13.1	113				WAYL-F
6. KEEY-F	(C)	193/ 6.2	6.2	7.4	6.3	6.6	6.5	227/ 3419	2875/14.8	14.1	15.0	127				KEEY-F
7. WLOL-F	(CHR)	186/ 6.0	9.4	8.3	8.0	7.0	7.9	218/ 4766	4180/21.6	24.3	23.7	87				WLOL-F
8. WLTE-F	(AC)	170/ 5.5	5.8	5.9	4.7	5.2	5.5	216/ 3709	2902/15.0	17.9	15.3	124				WLTE-F
9. KJJO-F	(AOR)	138/ 4.4	5.3	4.0	6.6	5.4	5.1	208/ 2608	2067/10.7	12.2	13.3	45				KJJO-F
10. KTCZ-F	(J/AOR)	124/ 4.0	4.3	4.1	4.0	3.9	4.1	131/ 2094	1983/10.2	10.7	8.6	165				KTCZ-F
11. KSTP	(N/T)	81/ 2.6	3.0	4.2	2.6	2.7	3.1	88/ 1664	1496/ 7.7	9.0	7.2	92				KSTP
12. KDWB	(O)	57/ 1.8	2.7	2.1	2.0	2.2	2.2	60/ 1350	1242/ 6.4	6.7	7.5	150				KDWB
13. KMGK-F	(O)	48/ 1.5	1.4	1.7	2.2	2.3	1.7	68/ 1268	1029/ 5.3	6.1	7.8	173				KMGK-F
14. WAYL	(EZ)	46/ 1.5	.4	.5	.4	.3	.7	49/ 653	591/ 3.1	2.0	2.2	27				WAYL
WDGY	(C)	46/ 1.5	1.6	1.9	2.0	1.6	1.8	58/ 1554	1215/ 6.3	5.7	5.5	93				WDGY
16.																
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 67.37% (1778 of 2762) (SUM 87: 67.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KDWB-F>>	1. KQRS-F+>>	1. KQRS-F+	1. WCCO	1. WCCO >	1. WCCO >>	1. WCCO >>	1. WCCO >	1. WCCO >	1. WCCO >>	1. WCCO >>
2. KJJO-F>>	2. WLOL-F<	2. WCCO	2. KSTP-F	2. KSTP-F	2. KSTP-F	2. KQRS-F+	2. KQRS-F+	2. KQRS-F+	2. KDWB-F	2. KSTP-F
3. WLOL-F	3. KDWB-F	3. KSTP-F	3. KQRS-F+>>	3. KQRS-F+	3. WAYL-F<	3. KSTP-F>	3. WAYL-F	3. KSTP-F	3. KQRS-F+	3. KEEY-F<
4. KQRS-F	4. KSTP-F	4. WAYL-F<	4. KEEY-F<	4. KEEY-F	4. KEEY-F	4. WLOL-F	4. KSTP-F	4. KDWB-F	4. WLOL-F	4. KSTP
5.	5. KTCZ-F	5. KEEY-F	5. WAYL-F	5. WAYL-F	5. WLTE-F	5. WAYL-F	5. WLTE-F	5. KEEY-F	5. KEEY-F<	5.
6.	6. WAYL-F<	6. KDWB-F	6. KTCZ-F	6. WLTE-F<	6.	6. KEEY-F	6. KEEY-F<	6. WAYL-F	6. KJJO-F	6.
7.	7. KJJO-F<	WLOL-F	7. WLTE-F	7. KTCZ-F	7.	7. KDWB-F	7. KDWB-F	7. WLTE-F<	7.	7.
8.	8. KEEY-F	WLTE-F	8. WLOL-F	8.	8.	8.	8. WLOL-F	8. WLOL-F	8.	8.
9.	9. WLTE-F	9. KTCZ-F	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KDWB-F>	1. KDWB-F	1. KSTP-F	1. KSTP-F>	1. WCCO
2. KQRS-F+	2. KSTP-F	2. KEEY-F	2. WLTE-F	2. KSTP-F
3. WLTE-F<	3. WLOL-F	3. WLOL-F	3. WCCO	3. KEEY-F
4. WLOL-F	4. WLTE-F	4. WLTE-F	4. KEEY-F<	4. WLTE-F
5. WAYL-F	5. KQRS-F+	5. KTCZ-F	5. KDWB-F	5. WAYL-F
6. KJJO-F	6. KEEY-F	6. WAYL-F	6. WAYL-F	6. KTCZ-F
KSTP-F	7. WAYL-F	7. KDWB-F	7. WLOL-F	WLOL-F
8. KEEY-F		KQRS-F+	8. KQRS-F+	8.
9.	9.	9. WCCO	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQRS-F+	1. KQRS-F+>>	1. KQRS-F	1. KQRS-F+>>	1. WCCO
2. KJJO-F	2. KJJO-F	2. KTCZ-F	2. WCCO >	2. KQRS-F+>
3. WLOL-F	3. KTCZ-F	3. WCCO	3. KSTP-F	3. KSTP-F
4. KDWB-F	4. WLOL-F	4. KSTP-F	4. WAYL-F	4. KTCZ-F
5. WAYL-F	5. WCCO	5. WLOL-F	5. KTCZ-F	5. WAYL-F
6. KEEY-F	6. KSTP-F	6. WAYL-F	6. KJJO-F	6. KEEY-F
7. KTCZ-F	7. WAYL-F	7. KJJO-F	7. WLOL-F	7. WLTE-F<
WCCO	8. KDWB-F	8. KDWB-F	8. KEEY-F	8. WLOL-F
9.	9.	KEEY-F	9. KDWB-F	9.
10.	10.	10. WLTE-F	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2)	OLDIES		$ NA	(Banner)	Legacy
KLBB, 1400, 1 KW	NOSTALGIA	CNN,ABC-D,	$ 34.00	(Roslin)	
KSNE, 1260, 5 KW (DA-N)	MOR		$ 19.00	(Roslin)	
KSTP, 1500, 50 KW (DA-N)	NEWS/TALK	ABC-T,ABC-I,	$ 52.00	(Mc-Guild)	Hubbard
KTCJ, 690, 500 W (DAYS,DA)	JAZZ		$ 23.00	(Durpetti)	Parker
KUXL, 1570, 2.5 KW/300 W	RELIGION		$ 20.00	(---)	Marsh
WCCO, 830, 50 KW	MOR	CBS,	$268.00	(CBS)	
WDGY, 1130, 50 KW/25 KW (DA-2)	COUNTRY	MBS,	$ 47.00	(Katz)	Malrite

FM STATIONS

KDWB, 101.3, 50 KW @ 822, CHR			$ 95.00	(Banner)	Legacy
KEEY, 102.1, 50 KW @ 842, COUNTRY			$115.00	(Katz)	Malrite
KJJO, 104.1, 100 KW @ 1050, AOR		CBS-R,	$ 53.00	(Republic)	Park
KQRS, 92.5, 50 KW @ 822, AOR		ABC-R,	$150.00	(Katz)	Cap Cities/ABC
KQQL, 107.9, 100 KW @ 1080, OLDIES		Trans,	$ 47.00	(Republic)	Trumper
KSTP, 94.5, 100 KW @ 1250, AC			$200.00	(Mc-Guild)	Hubbard
KTCZ, 97.1, 100 KW @ 285, ECLECTIC/AOR			$ 64.00	(Durpetti)	Parker
WAYL, 93.7, 100 KW @ 820, BTFL/EZ			$ 72.00	(Durpetti)	Entercom
WLOL, 99.5, 50 KW @ 844, CHR			$125.00	(HNWH)	Emmis
WLTE, 102.9, 100 KW @ 1304, AC			$ 79.00	(CBS)	

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NASHVILLE

Arbitron Rank/Pop (12+): 48/786,200

MSA Rank/Pop: 53/946,000
ADI # 32
Average Person Ratings: 14.7
Market TSL: 20.25 hours

Stations: 20/20
Diaries: 1208/651:1/50.8%
Sample Target: 1080
% Below Line: 0
% Not Listed: 9.1

1987 Revenue: $30,300,000
HH Inc.: $32,753
Retail $: 6.7 Bil
Pop per Station: 39,310
#1 Biller: WSM A/F $6,500,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYHY-F (CHR)	148/12.8	13.2	11.0	10.4	10.7	11.9	231/3167	2061/26.2	27.0	22.5	66				WYHY-F
2. WSM-F (C)	118/10.2	10.0	12.2	9.1	10.2	10.4	236/2817	1488/18.9	19.8	22.1	105				WSM-F
3. WSIX-F (C)	106/ 9.2	10.8	10.2	10.5	5.1	10.2	140/2022	1390/17.7	20.0	13.7	117				WSIX-F
WZEZ-F (EZ)	106/ 9.2	7.4	10.1	10.2	7.8	9.2	130/1590	1162/14.8	16.0	13.5	66				WZEZ-F
5. WQQK-F (B)	95/ 8.2	6.7	5.4	6.5	7.6	6.7	98/ 963	855/10.9	11.6	11.7	91				WQQK-F
6. WKDF-F (AOR)	93/ 8.0	9.1	8.5	11.3	12.5	9.2	193/2802	1354/17.2	20.5	24.6	88				WKDF-F
7. WLAC-F (AC)	83/ 7.2	6.8	6.0	7.0	6.5	6.8	147/2482	1374/17.5	17.4	17.5	124				WLAC-F
8. WSM (C)	71/ 6.1	6.0	5.6	3.9	5.5	5.4	113/1624	865/11.0	16.2	14.6	80				WSM
9. WGFX-F (AOR)	69/ 6.0	6.5	5.5	6.4	6.4	6.1	96/1617	1083/13.8	15.7	18.4	128				WGFX-F
10. WRMX-F (AC)	46/ 4.0	4.8	2.9	3.3	4.1	3.8	59/1132	788/10.0	10.8	10.1	175				WRMX-F
11. WVOL (B)	38/ 3.3	2.4	3.1	2.2	2.6	2.8	38/ 557	547/ 7.0	4.5	5.5	109				WVOL
12. WLAC (T/R)	23/ 2.0	3.1	2.8	4.1	2.9	3.0	24/ 453	398/ 5.1	7.9	8.2	75				WLAC
13. WMDB (B)	16/ 1.4	.7	1.4	1.0	2.1	1.1	16/ 375	375/ 4.8	1.8	4.4	71				WMDB
14. WWRB-F (AOR/CHR)	13/ 1.1	.7	1.5	.7	.9	1.0	13/ 354	354/ 4.5	3.3	3.3	91				WWRB-F
15. WAMB (BB)	10/ .9	.9	1.0	1.6	2.1	1.1	10/ 176	165/ 1.0	2.5	4.5	78				WAMB

12+ FM SHARE (METRO): 83.84% (382 of 1052) (SUM 87: 78.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYHY-F>>	1. WKDF-F	1. WYHY-F	1. WSM-F<	1. WSIX-F<	1. WZEZ-F	1. WSIX-F	1. WZEZ-F	1. WYHY-F	1. WYHY-F	1. WQQK-F
2. WKDF-F	WQQK-F	2. WKDF-F	2. WSIX-F	2. WSM-F	2. WSM-F	2. WYHY-F	2. WSM-F<	2. WSM-F	2. WQQK-F>	2. WSM
3. WLAC-F	3. WYHY-F	WQQK-F	3. WLAC-F	3. WLAC-F	3. WSIX-F	3. WSM-F	3. WYHY-F	3. WSIX-F	3. WKDF-F	3. WSM-F
4. WQQK-F	4. WGFX-F<	4. WSIX-F	4. WYHY-F<	4. WYHY-F	4. WSM	4. WZEZ-F	4. WSIX-F	4. WGFX-F	4. WLAC-F	4.
5.	5. WLAC-F	5. WLAC-F	5. WGFX-F	5. WGFX-F	5.	5. WKDF-F<	5. WLAC-F	WKDF-F	5. WSM-F	5.
		WSM-F	6. WQQK-F<	6. WQQK-F		6. WSM	6. WKDF-F	6. WZEZ-F		
		7. WGFX-F	7. WRMX-F	7. WKDF		7. WLAC-F	7. WGFX-F	7. WQQK-F		
			8. WKDF-F	WRMX						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WYHY-F	1. WYHY-F	1. WLAC-F>	1. WYHY-F	1. WSM-F
2. WKDF-F	2. WQQK-F<	2. WQQK-F	2. WLAC-F	WYHY-F<
3. WQQK-F>	3. WKDF-F	WRMX-F	3. WSM-F<	3. WLAC-F
4. WLAC-F	4. WLAC-F>	4. WKDF-F	4. WQQK-F	4. WSIX-F
5. WGFX-F	5. WGFX-F	WYHY-F	5. WKDF-F<	5. WRMX-F
6. WSIX-F	6. WSM-F	6. WGFX-F	6. WSIX-F>	6. WQQK-F
WSM-F		WSM-F	7. WRMX-F	7. WZEZ-F
		8. WSIX-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKDF-F	1. WKDF-F<	1. WGFX-F	1. WKDF-F	1. WSIX-F
2. WQQK-F	2. WQQK-F	WKDF-F	2. WGFX-F	2. WGFX-F
WYHY-F>	3. WGFX-F	WQQK-F>>	WQQK-F	3. WSM-F
4. WGFX-F	WYHY-F>	4. WRMX-F	4. WSIX-F	4. WKDF-F
5. WSIX-F	5. WSIX-F	WSIX-F	5. WYHY-F	5. WQQK-F
6. WLAC-F		WYHY-F	6. WSM-F	6. WLAC-F
		7. WLAC-F	7. WLAC-F	7. WRMX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBL-F	94.3	Springfield	.4/2.0
WKDA	1240	Nashville	.6/2.4
WSIX	980	Nashville	.4/2.4

RADIO STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N)	, NOSTALGIA	MBS,$ 20.00	(Roslin)			
WKDA, 1240, 1 KW	, OLDIES	ABC-R,ABC-I,$ 20.00	(Katz)	Dick		
WLAC, 1510, 50 KW (DA-N)	, NEWS/TALK/RELIG	CBS,$ 47.00	(Durpetti)	Fairmont		
WMBD, 880, 2.5 KW (DAYS,DA)	, BLACK	,$ 17.00	(---)			
WSIX, 980, 5 KW (DA-N)	, MOR	ABC-I,$ 31.00	(Mc-Guild)	Hicks		
WSM , 650, 50 KW	, COUNTRY	NBC,$ 55.00	(Christal)			
WVOL, 1470, 5 KW/1 KW (DA-2)	, BLACK	NBN,$ 27.00	(Republic)			
WKDF-F, 103.3, 100 KW @ 1220, AOR		ABC-R,ABC-E,$103.00	(Katz)	Dick		
WLAC-F, 105.9, 100 KW @ 1229, AC		,$110.00	(Durpetti)	Fairmont		
WQQK-F, 92.1, 1.5 KW @ 430, BLACK		,$ 45.00	(Republic)			
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY		,$ 74.00	(Mc-Guild)	Hicks		
WSM-F , 95.5, 100 KW @ 1280, COUNTRY		,$100.00	(Christal)			
WRMX-F, 96.3, 100 KW @ 840, AC/OLDIES		,$ 40.00	(Torbet)	Signature	(MURFREESBORO)	
WYHY-F, 107.5, 100 KW @ 710, CHR		US 2,$ 70.00	(Eastman)	Jacor	(LEBANON)	
WZEZ-F, 92.9, 100 KW @ 1053, BTFL/EZ		,$ 60.00	(Durpetti)	South Central		
WGFX-F, 104.5, 49 KW @ 1050, CLASSIC ROCK		ABC-F,$ 50.00	(Banner)	Capitol-Johnson	(GALLATIN)	

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NASSAU - SUFFOLK (Long Island)

Arbitron Rank/Pop (12+): 12/2,244,600

MSA Rank/Pop: 10/2,655,700
New York ADI

Average Person Ratings: 18.4
Market TSL: 24.0

Stations: 40/13
Diaries: 1631/1376:1/43.3%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1987 Revenue: NA
HH Inc.: $48,492
Retail $: 20.1 Bil
Pop per Station: 172,662
#1 Biller: NA

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WALK A/F	(AC)	266/6.4	6.2	7.0	6.1	6.3	6.4		3459/15.4	15.2	13.6	145				WALK A/F
2.	WBLI-F	(CHR)	229/5.5	5.3	4.7	4.9	5.1	5.1		3213/14.3	12.9	13.0	129				WBLI-F
3.	WBAB-F	(AOR)	176/4.3	5.5	4.6	5.5	5.1	5.0		2904/12.9	15.2	13.6	86				WBAB-F
4.	WHLI	(BB)	135/3.3	2.8	5.1	5.2	3.5	4.1		1065/ 4.7	4.2	5.7	33				WHLI
5.	WQHT-F	(U/CHR)	135/3.3	3.5	3.7	3.0	3.6	3.4		2361/10.5	11.2	9.0	48				WQHT-F
6.	WGSM	(MOR)	112/2.7	1.5	2.0	2.4	2.3	2.2		765/ 3.4	2.7	3.5	44				WGSM
7.	WKJY-F	(AC)	92/2.2	2.5	2.8	1.5	2.3	2.3		1455/ 6.5	6.3	5.1	100				WKJY-F
8.	WCTO-F	(FZ)	78/1.9	1.9	1.5	2.7	1.8	2.0		1019/ 4.5	4.0	5.0	105				WCTO-F
9.	WDRE-F	(AOR)	58/1.4	2.0	1.8	1.6	1.8	1.7		1100/ 4.9	5.4	5.4	93				WDRE-F
10.	WRCN-F	(AOR)	29/ .7	.7	.3	.7	.8	.6		459/ 2.0	2.4	2.6	71				WRCN-F
	WBAZ-F	(AC)	29/ .7	.3	.7	.4	.4	.5		412/ 1.8	1.4	1.0	143				WBAZ-F
12.	WBAB	(AOR)	9/ .2	.4	.3	---	.3	.2		222/ 1.0	2.2	1.7	100				WBAB

12+ FM SHARE (METRO): NA (SUM 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQHT-F>	1. WBAB-F	1. WALK-F+	1. WALK-F+	1. WALK-F+	1. WALK-F+	1. WALK-F>	1. WALK-F	1. WBLI-F	1. WBAB-F<	1. WALK-F
2. WBLI-F	2. WBLI-F	2. WBLI-F	2. WBLI-F	2. WBLI-F	2. WHLI-F	2. WBLI-F	2. WBLI-F	2. WALK-F	2. WQHT-F	2. WBAB-F>
3. WBAB-F	3. WQHT-F<	3. WBAB-F	3. WBAB-F	3. WBAB-F	3. WGSM	3. WBAB-F	3. WBAB-F	3. WBAB-F	3. WBLI-F	3. WQHT-F<
4. WALK-F+	4. WALK-F+	4. WQHT-F	4.	4. WKJY-F	4. WBLI-F	4. WHLI	4. WQHT-F	4. WQHT-F	4. WALK-F	4. WBLI-F<
5.	5. WDRE-F	5.	5.	5. WCTO-F	5. WCTO-F	5. WGSM WKJY-F	5. WHLI	5. WKJY-F	5.	5. WKJY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQHT-F>	1. WBLI-F>	1. WBLI-F>	1. WBLI-F	1. WALK-F+<	1. WBAB-F>>	1. WBAB-F>>	1. WBAB-F>	1. WALK-F+<	1. WALK-F+>
2. WBLI-F	2. WQHT-F	2. WALK-F+	2. WALK-F+	2. WBLI-F	2. WQHT-F	2. WALK-F+	2. WALK-F+	2. WBAB-F	2. WBLI-F
3. WBAB-F	3. WBAB-F	3. WBAB-F	3. WQHT-F	3. WBAB-F	3. WBLI-F	WBLI-F	3. WBLI-F	3. WBLI-F	3. WBAB-F
4. WDRE-F	4. WALK-F+	4. WKJY-F	4. WBAB-F	4. WKJY-F	4. WALK-F+	4. WDRE-F	WDRE-F	4. WDRE-F	4.
5. WALK-F+	5. WKJY-F	5. WQHT-F	5. WKJY-F	5. WCTO-F	5. WDRE-F	5. WQHT-F	5. WQHT-F	WQHT-F	5.
6. WKJY-F		6. WDRE-F							

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABC	770	New York	2.8/ 8.9	WNCN-F	104.3	New York	1.2/ 4.4
WBLS-F	107.5	New York	1.1/ 3.7	WNEW	1130	New York	.8/ 2.8
WCBS	880	New York	3.3/13.2	WNEW-F	102.7	New York	3.9/10.1
WCBS-F	101.1	New York	3.9/11.9	WNSR-F	105.1	New York	4.1/ 9.7
WEZN-F	99.9	Bridgeport	1.5/ 5.0	WOR	710	New York	2.8/ 9.2
WFAN	1050	New York	2.1/ 8.7	WPAT	930	Paterson	.4/ 1.9
WFME-F	94.7	Newark	.4/ .8	WPAT-F	93.1	Paterson	2.6/ 5.6
WHTZ-F	100.3	Newark	6.1/19.2	WPLR-F	99.1	New Haven	.8/ 2.3
WINS	1010	New York	2.3/11.5	WQCD-F	101.9	New York	.8/ 3.6
WJAZ-F	96.7	Stamford	.3/ 1.5	WQXR-F	96.3	New York	.9/ 3.1
WLTW-F	106.7	New York	3.6/ 8.5	WRKS-F	98.7	New York	1.1/ 4.2
WMCA	570	New York	.6/ 2.5	WWPR-F	95.5	New York	3.8/15.4
WNBC	660	New York	1.5/ 6.2	WXRK-F	92.3	New York	4.1/12.3
				WYNY-F	97.1	New York	2.4/ 6.0

RADIO STATIONS

WGSM, 740, 25 KW (DAYS,DA)	, MOR	,$ 55.00	(Roslin)	Greater Media
WHLI, 1100, 10 KW (DAYS,DA)	, NOSTALGIA	,$ 67.00	(Katz)	Barnstable
WLIM, 1580,	, NOSTALGIA	,$ 29.00	(K & P)	
WALK-F, 97.5, 45 KW @ 530, AC		,$135.00	(Durpetti)	American
WBAB-F, 102.3, 3 KW @ 268, AOR		,$130.00	(MMR)	Noble
WBLI-F, 106.1, 10 KW @ 500, CHR		,$109.00	(Katz)	Beck-Ross
WCTO-F, 94.3, 3 KW @ 300, BTFL/EZ		,$ 70.00	(Roslin)	Greater Media
WKJY-F, 98.3, 3 KW @ 330, SOFT AC		Trans,$ 59.00	(Katz)	Barnstable
WRCN-F, 103.9, 1.5 KW @ 466, AOR		,$ 50.00	(---)	
WDRE-F, 92.7, 3 KW @ 300, AOR		,$ 60.00	(Katz)	
WLNG-F, 92.1, 3 KW @ 305, AC		,$ 12.00	(Market 4)	

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NEW ORLEANS

Arbitron Rank/Pop (12+): 32/1,097,500

MSA Rank/Pop: 34/1,360,000
ADI # 35
Average Person Ratings: 16.3
Market TSL: 22.0 hours

Stations: 20/19
Diaries: 1576/696:1/45.4%
Sample Target: 1500
% Below Line: 0.4
% Not Listed: 8.8

1987 Revenue: $25,900,000
HH Inc.: $29,286
Retail $: 8.8 Bil
Pop per Station: 57,763
#1 Biller: WEZB-F $4,600,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WQUE A/F	(U/CHR)	235/13.1	15.6	15.0	15.6	12.4	14.8	260/3667	3111/28.3	29.0	25.5	95				WQUE A/F
2.	WEZB-F	(CHR)	205/11.5	11.2	8.8	10.0	9.7	10.4	248/3713	3011/27.4	26.3	24.1	85				WEZB-F
3.	WYLD-F	(B)	163/ 9.4	7.9	10.8	9.0	11.5	9.3	177/2191	1870/17.0	16.8	18.5	95				WYLD-F
4.	WBYU-F	(C)	153/ 8.6	6.2	7.9	9.9	7.7	8.2	174/1787	1525/13.9	12.7	13.8	91				WBYU-F
5.	WWL	(N/T)	125/ 7.0	6.3	6.1	5.1	5.8	6.1	165/2920	2070/18.9	15.5	17.3	103				WWL
6.	WLMG-F	(AC)	113/ 6.3	6.4	4.9	2.8	3.5	5.1	140/2081	1817/16.6	14.5	9.4	133				WLMG-F
7.	WLTS-F	(AC)	105/ 5.9	6.2	5.9	7.3	8.1	6.3	136/2205	1750/15.9	16.3	17.0	136				WLTS-F
8.	WCKW-F	(AOR)	84/ 4.7	4.6	4.0	3.1	4.6	4.1	101/1523	1148/10.5	9.8	8.8	130				WCKW-F
9.	WNOE-F	(C)	77/ 4.3	3.8	5.0	4.7	4.8	4.5	97/1532	1162/10.6	11.4	10.1	116				WNOE-F
10.	WRNO-F	(AOR)	74/ 4.1	4.3	5.5	5.6	5.2	4.9	97/2043	1608/14.7	13.6	15.0	95				WRNO-F
11.	WBOK	(B/G)	69/ 3.9	4.2	4.2	4.4	4.6	4.2	70/ 708	670/ 6.1	5.4	6.5	77				WBOK
12.	WYLD	(B)	54/ 3.0	3.1	1.0	.8	1.4	2.0	63/ 874	791/ 7.2	6.4	3.6	37				WYLD
13.	WSMB	(T)	42/ 2.4	4.3	3.7	3.1	3.8	3.4	47/ 632	537/ 4.9	5.7	6.3	33				WSMB
14.	KHAA-F	(R)	28/ 1.6	1.0	1.3	.5	---	1.1	37/ 499	310/ 2.8	2.7	---	113				KHAA-F
	WWIW	(BB)	28/ 1.6	1.9	1.6	1.9	2.1	1.8	30/ 466	434/ 4.0	5.4	5.5	56				WWIW
16.																	
17.																	
18.																	
19.																	
20.																	
21.																	
22.																	
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 75.92% (1236 of 1628) (SUM 87: 74.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQUE-F+	1. WEZB-F<	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WBYU-F	1. WEZB-F	1. WQUE-F+	1. WQUE-F+	1. WYLD-F	1. WYLD-F
2. WEZB-F	2. WQUE-F+	2. WEZB-F	2. WEZB-F	2. WEZB-F	2. WWL >	2. WQUE-F+	2. WBYU-F	2. WEZB-F	2. WQUE-F+	2. WSMB
3. WYLD	3. WYLD-F	3. WYLD-F	3. WYLD-F	3. WYLD-F	3. WQUE-F+	3. WWL	3. WEZB-F	3. WBYU-F	3. WEZB-F>	3. WQUE-F
4. WYLD-F	4. WCKW-F	4. WLTS-F<	4. WLMG-F	4. WLMG-F	4. WNOE-F	4. WBYU-F	4. WLMG-F	4. WYLD-F	4. WBYU-F	4. WBOK
5.	5. WLTS-F<	5. WLMG-F	5. WLTS-F	5. WLTS-F	5. WBOK	5. WLMG-F	5. WLTS-F	5. WWL <	5. WLMG-F	5.
6.	6. WLMG-F	6. WCKW-F	6. WCKW-F	6. WBYU-F	6. WIMG-F	WLTS-F	6. WWL	6. WLTS-F	6. WSMB <	6.
7.	7. WRNO-F	7. WRNO-F	7. WWL	7. WWL	7. WYLD-F	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WEZB-F	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+
2. WYLD-F	2. WEZB-F	2. WLTS-F	2. WEZB-F	2. WLTS-F
3. WQUE-F+>	3. WYLD-F	3. WEZB-F	3. WYLD-F	3. WEZB-F
4. WLTS-F>	4. WLTS-F	4. WLMG-F	4. WLTS-F	4. WYLD-F<
5. WLMG-F	5. WLMG-F	5. WYLD-F>	5. WLMG-F	5. WLMG-F
6. WRNO-F	6. WCKW-F	6. WBOK	6. WBYU-F	6. WBYU-F
7. WBYU-F	WRNO-F	WCKW-F	7. WRNO-F	7. WBOK
WCKW-F	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WEZB-F	1. WEZB-F	1. WCKW-F	1. WQUE-F+	1. WQUE-F+
2. WQUE-F+	2. WCKW-F<	2. WQUE-F+	2. WEZB-F	2. WWL
3. WYLD-F	3. WQUE-F+	3. WEZB-F<	3. WYLD-F<	3. WCKW-F
4. WRNO-F	4. WYLD-F>	4. WYLD-F	4. WCKW-F	4. WEZB-F
5. WCKW-F>	5. WRNO-F	5. WLMG-F	5. WLMG-F	5. WYLD-F
6. WYLD	6. WLMG-F	6. WRNO-F	6. WWL	6. WLMG-F
7.	7.	7. WLTS-F	7. WRNO-F	7. WBYU-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNOE	1060	New Orleans	.8/3.3
WTIX	690	New Orleans	.7/4.4
WYAT	990	New Orleans	1.9/3.7
WKJN-F	103.3	Hammond	.4/2.2

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, BLACK/GOSPEL	SBN,$ 25.00	(Republic)	Willis
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-E,$ 23.00	(Mc-Guild)	
WSHO, 800, 1 KW (DAYS,DA)	, RELIGION	,$ 19.00	(---)	
WSMB, 1350, 5 KW (DA-N)	, TALK	MBS,ABC-I,$ 27.00	(Smith)	
WTIX, 690, 10 KW/5 KW (DA-2)	, OLDIES	MBS,NBC,$ 30.00	(Mc-Guild)	
WWIW, 1450, 1 KW	, NOSTALGIA	SMN,$ 28.00	(Savalli)	
WWL , 870, 50 KW (DA-1)	, NEWS/TALK	CBS,$ 60.00	(Katz)	Loyola University
WYAT, 990, 250 W	, OLDIES	CBS-R,$ 20.00	(Durpetti)	
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	,$ 23.00	(Banner)	Interurban

FM STATIONS

WQXY, 95.7, 100 KW @ 580, COUNTRY	,$ 55.00	(Christal)	Stoner
WCKW, 92.3, 100 KW @ ?? , CLASSIC AOR	ABC-D,$ 35.00	(Republic)	
WEZB, 97.1, 100 KW @ 511, CHR	US 1,$ 97.00	(MMR)	EZ
WLMG, 101.9, 100 KW @ 825, AC	,$ 50.00	(Katz)	Loyola University
WLTS, 105.3, 100 KW @ 925, AC	CBS-R,$ 60.00	(Durpetti)	
WNOE, 101.1, 100 KW @ 440, COUNTRY	ABC-E,$ 50.00	(Mc-Guild)	
WQUE, 93.3, 100 KW @ 512, CHR/URBAN	,$ 79.00	(HNWH)	Clear Channel
WRNO, 99.5, 100 KW @ 1049, AOR	ABC-F,ABC-R,$ 53.00	(MMR)	
WYLD, 98.5, 100 KW @ 880, BLACK	,$ 54.00	(Banner)	Interurban

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NEW YORK

Arbitron Rank/Pop (12+): 1/14/053,600

MSA Rank/Pop: 1/15,300,000
AQI # 1
Average Person Ratings: 18.5
Market TSL: 24.25 hours

Stations: 51/45
Diaries: 5266/2669:1/41.4%
Sample Target: 4000
% Below Line: 0.4
% Not Listed: 8.6

1987 Revenue: $275,000,000
HH Inc.: $37,400
Retail $: 100.1 Bil
Pop per Station: 312,302
#1 Biller: WINS $23,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WHTZ-F	(CHR)	1617/6.2	6.0	6.2	6.0	6.2	6.1	1632/24878	24192/17.2	17.6	17.8	79			WHTZ-F
2.	WPAT A/F	(EZ)	1467/5.7	5.5	6.1	6.0	6.1	5.8	1529/18837	17841/12.7	12.5	11.6	58			WPAT A/F
3.	WWPR-F	(CHR)	1214/4.7	4.2	4.1	4.7	4.8	4.4	1306/22558	20893/14.9	15.2	16.8	100			WWPR-F
4.	WQHT-F	(U/CHR)	1168/4.5	4.1	4.6	3.7	4.3	4.2	1195/16768	16085/11.4	11.0	11.4	62			WQHT-F
5.	WNEW-F	(AOR)	1146/4.4	3.6	3.5	3.3	4.0	3.7	1201/16027	15089/10.7	10.4	10.9	136			WNEW-F
6.	WOR	(T)	1120/4.3	4.6	3.9	4.5	4.5	4.3	1231/15935	14138/10.1	11.0	10.7	42			WOR
7.	WINS	(N)	1119/4.3	4.0	4.9	5.0	4.5	4.6	1129/23929	23562/16.8	17.6	18.2	84			WINS
8.	WRKS-F	(B/U)	1082/4.2	4.6	4.0	4.6	4.6	4.4	1138/13797	13248/ 9.4	9.3	11.1	81			WRKS-F
9.	WCBS-F	(O)	1059/4.1	4.2	4.3	3.6	3.8	4.1	1106/17429	16285/11.6	11.8	12.0	159			WCBS-F
10.	WBLS-F	(B/U)	1051/4.0	4.0	4.6	4.1	4.8	4.2	1074/14247	14002/10.0	9.8	11.8	113			WBLS-F
11.	WLTW-F	(AC)	981/3.8	4.5	4.6	4.7	4.3	4.4	995/13995	13577/ 9.7	11.9	10.5	129			WLTW-F
12.	WXRK-F	(AOR)	970/3.7	3.5	3.5	2.8	3.7	3.4	1036/17266	16335/11.6	11.1	10.8	130			WXRK-F
13.	WABC	(T)	907/3.5	3.5	2.6	2.4	2.9	3.0	1051/17200	14745/10.5	10.9	11.1	77			WABC
14.	WCBS	(N)	903/3.5	3.1	3.4	3.2	3.1	3.3	1049/19341	16216/11.5	12.4	12.4	71			WCBS
15.	WNSR-F	(AC)	715/2.7	2.9	2.8	2.9	2.8	2.8	726/12380	12009/ 8.5	10.1	8.7	148			WNSR-F
16.	WFAN	(T)	660/2.5	2.0	1.0	1.2	2.3	1.7	721/13106	11876/ 8.5	7.7	8.6	100			WFAN
17.	WYNY-F	(C)	577/2.2	2.5	3.0	2.7	1.9	2.6	658/10192	8917/ 6.3	7.4	5.8	114			WYNY-F
18.	WKDM	(SP)	466/1.8	1.0	1.2	1.2	.6	1.3	470/ 3817	3750/ 2.7	1.5	1.6	161			WKDM
19.	WADO	(SP)	390/1.5	2.0	1.4	2.4	1.8	1.8	390/ 3991	3991/ 2.8	3.1	2.5	93			WADO
20.	WNCN-F	(CL)	352/1.4	1.3	1.6	1.3	1.4	1.4	357/ 6456	6286/ 4.5	4.4	4.9	100			WNCN-F
	WSKQ	(SP)	352/1.4	1.9	1.3	1.2	.8	1.5	365/ 3145	3032/ 2.2	3.0	1.7	121			WSKQ
22.	WQXR-F	(CL)	351/1.3	1.4	1.4	1.2	1.5	1.3	367/ 6642	6177/ 4.4	4.7	4.8	62			WQXR-F
23.	WWRL	(R/G)	320/1.2	1.3	1.1	1.0	.8	1.2	326/ 3322	3293/ 2.3	2.2	2.4	125			WWRL
24.	WNEW	(BB)	308/1.2	1.6	1.6	2.0	1.9	1.6	316/ 5332	5054/ 3.6	3.8	5.7	67			WNEW
25.	WLIB	(B/U)	303/1.2	1.9	.7	1.1	1.1	1.2	303/ 3535	3535/ 2.5	3.3	2.4	125			WLIB
26.	WJIT	(SP)	289/1.1	1.0	.6	.9	.5	.9	299/ 2762	2649/ 1.9	1.4	.9	145			WJIT
27.	WALK A/F	(AC)	285/1.1	1.1	1.1	.9	1.1	1.1	294/ 4101	3855/ 2.7	2.7	2.4	145			WALK A/F
28.	WNBC	(AC)	270/1.0	1.2	1.0	1.3	1.3	1.1	343/ 7989	6287/ 4.5	5.2	6.2	150			WNBC
	WQCD-F	(AC)	270/1.0	1.2	1.3	1.4	1.6	1.2	274/ 5680	5446/ 3.9	5.0	5.3	150			WQCD-F

12+ FM SHARE (METRO): 64.37% (15319 of 23798) (SUM 87: 66.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHTZ-F>	1. WNEW-F	1. WNEW-F	1. WCBS-F	1. WCBS-F	1. WPAT-AF	1. WINS	1. WPAT-AF	1. WPAT-AF<	1. WFAN <	1. WBLS-F<
2. WQHT-F>	2. WHTZ-F	2. WHTZ-F	2. WNEW-F	2. WNEW-F	2. WOR	2. WXRK-F<	2. WHTZ-F	2. WHTZ-F	2. WBLS-F	2. WINS
3. WRKS-F	3. WQHT-F<	3. WWPR-F<	3. WHTZ-F<	3. WHTZ-F	3. WINS	3. WOR <	3. WLTW-F	3. WABC	3. WRKS-F	3. WOR
WWPR-F	4. WWPR-F	4. WCBS-F	4. WWPR-F	WLTW-F<	4. WCBS <	4. WHTZ-F	4. WNEW-F	4. WNEW-F	4. WQHT-F	4. WCBS >
5. WBLS-F	WXRK-F	WXRK-F	WXRK-F	5. WXRK-F<	5. WCBS-F<	5. WCBS	5. WQHT-F	WWPR-F	5. WHTZ-F	5. WRKS-F<
6.	6. WRKS-F	6. WBLS-F<	6. WLTW-F<	6. WWPR-F	6. WABC	6. WPAT-AF	WWPR-F	6. WQHT-F	6. WABC	6. WABC
7.	7. WBLS-F	7. WQHT-F	7. WBLS-F	7. WBLS-F	7. WLTW-F	7. WWPR-F	7. WCBS-F	7. WLTW-F	7. WWPR-F<	7. WLTW-F
8.	8. WLTW-F<	WRKS-F	8. WNJR	8. WNSR-F	8. WFAN	8. WNEW-F<	8. WNSR-F	WRKS-F<	8. WPAT-AF	8. WWRL <
9.	9. WNJR	9. WLTW-F	9. WRKS-F	9. WINS	WYNY-F	9. WRKS-F<	9. WRKS-F	9. WCBS-F	9. WNEW-F	9. WQHT-F<
10.	10. WCBS-F	10. WNSR-F	10. WINS	10. WRKS-F	10. WBLS-F	10. WCBS-F	10. WABC WOR	10. WOR	10. WCBS-F	10. WFAN

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WHTZ-F<	1. WHTZ-F	1. WWPR-F	1. WHTZ-F	1. WCBS-F
2. WQHT-F	2. WQHT-F<	2. WHTZ-F	2. WWPR-F	2. WLTW-F<
3. WRKS-F	3. WWPR-F	3. WNEW-F	3. WQHT-F<	3. WWPR-F<
4. WWPR-F>	4. WRKS-F	4. WQHT-F<	4. WCBS-F<	4. WHTZ-F
5. WBLS-F	5. WNEW-F	5. WRKS-F	5. WRKS-F<	5. WBLS-F
6. WNSR-F<	6. WBLS-F	6. WLTW-F	6. WBLS-F	6. WNSR-F
7. WNEW-F	7. WNSR-F	7. WNSR-F<	7. WNEW-F	7. WNEW-F
8. WXRK-F	8. WXRK-F	8. WXRK-F<	8. WLTW-F	8. WINS
9. WLTW-F	9. WLTW-F	9. WBLS-F	9. WNEW-F	WRKS-F
10. WDRE-F	10. WCBS-F	10. WCBS-F	10. WXRK-F	10. WPAT-AF

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNEW-F<	1. WNEW-F	1. WNEW-F>	1. WNEW-F	1. WNEW-F
2. WXRK-F	2. WXRK-F	2. WXRK-F	2. WXRK-F	2. WCBS-F
3. WQHT-F	3. WHTZ-F	3. WHTZ-F	3. WHTZ-F<	3. WXRK-F
4. WHTZ-F	4. WRKS-F	4. WBLS-F<	4. WCBS-F	4. WHTZ-F
5. WRKS-F	5. WQHT-F<	5. WWPR-F	5. WBLS-F	5. WBLS-F
6. WWPR-F	6. WWPR-F	6. WRKS-F	WWPR-F	6. WLTW-F
7. WBLS-F	WBLS-F>	7. WLTW-F	7. WRKS-F	7. WWPR-F
8. WBAB-F	8. WBAB-F<	8. WFAN-F<	8. WQHT-F	8. WFAN
9. WKDM	9. WFAN <	9. WCBS-F<	9. WLTW-F	9. WNSR-F
10. WNSR-F	10. WNSR-F	10. WQHT-F	10. WNSR-F	10. WABC

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NORFOLK

Arbitron Rank/Pop (12+): 33/1,088,200

MSA Rank/Pop: 33/1,330,000
ADI # 43

Average Person Ratings: 16.7
Market TSL: 22.0 hours

Stations: 25/24
Diaries: 1312/829:1/50.79%
Sample Target: 1230
% Below Line: 0.6
% Not Listed: 6.8

1987 Revenue: $30,400,000
HH Inc.: $34,450
Retail $: 8.2 Bil
Pop per Station: 45,342
#1 Biller: WNOR A/F $4,800,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNOR A/F	(AOR)	201/11.1	10.9	9.0	9.0	12.5	10.0	229/2353	2029/18.6	20.4	18.8	98				WNOR A/F
2. WFOG-F	(EZ)	180/ 9.9	9.1	10.2	7.5	8.7	9.2	203/1972	1693/15.6	15.7	14.1	76				WFOG-F
3. WOWI-F	(B)	154/ 8.5	6.3	6.6	6.2	6.3	6.9	185/2082	1687/15.5	13.0	14.6	124				WOWI-F
4. WCMS A/F	(C)	140/ 7.7	8.1	9.7	9.9	8.1	8.9	171/2021	1709/15.7	15.7	16.7	116				WCMS A/F
5. WNVZ-F	(CHR)	122/ 6.7	6.8	10.0	8.9	8.0	8.1	135/2433	2114/19.4	18.6	22.0	72				WNVZ-F
6. WGH-F	(CHR)	109/ 6.0	6.6	5.9	6.5	5.0	6.3	125/2060	1697/15.6	16.7	14.7	48				WGH-F
7. WMYK-F	(B/U)	106/ 5.8	5.0	6.2	6.6	7.3	5.9	152/2012	1598/14.7	11.5	14.8	91				WMYK-F
8. WWDE-F	(AC)	98/ 5.4	5.0	5.1	6.6	5.8	5.5	106/1641	1518/13.9	12.3	12.6	133				WWDE-F
9. WLTY-F	(AC)	87/ 4.8	6.1	4.3	4.5	4.8	4.9	102/1671	1388/12.8	14.4	11.9	129				WLTY-F
10. WTAR	(MOR)	82/ 4.5	3.5	3.5	3.2	5.7	3.7	87/1208	1133/10.4	10.5	12.7	120				WTAR
11. WRAP	(B)	70/ 3.9	3.4	2.6	3.5	4.0	3.4	75/ 938	841/ 7.7	9.2	10.5	36				WRAP
12. WJQI-F	(AC)	62/ 3.4	4.1	3.6	4.5	3.5	3.9	68/1042	930/ 9.0	9.0	7.3	159				WJQI-F
13. WNIS	(N/T)	54/ 3.0	2.1	1.8	2.4	2.2	2.3	57/ 681	565/ 6.1	4.7	5.2	70				WNIS
14. WPCE	(R/G)	50/ 2.8	3.7	3.9	3.1	2.6	3.4	55/ 615	545/ 5.0	7.7	7.0	96				WPCE
WSKX-F	(C)	50/ 2.8	2.0	2.3	2.6	2.0	2.4	88/1090	656/ 6.0	4.8	5.3	121				WSKX-F
16. WXRI-F	(R/G)	31/ 1.7	2.4	1.7	2.4	1.0	2.1	35/ 633	533/ 4.9	5.9	2.6	118				WXRI-F

12+ FM SHARE (METRO): 82.03% (1388 of 1692) (SUM 87: 82.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNVZ-F<	1. WNOR-F+>>	1. WNOR-F+>>	1. WNOR-F+	1. WNOR-F+	1. WFOG-F>	1. WNOR-F	1. WNOR-F+	1. WNOR-F+	1. WOWI-F>	1. WOWI-F>>
2. WGH-F	2. WOWI-F	2. WOWI-F	2. WOWI-F	2. WOWI-F	2. WCMS-F+	2. WFOG-F	2. WFOG-F	2. WFOG-F	2. WNOR-F+<<	2. WFOG-F<
3. WMYK-F	3. WGH-F	3. WCMS-F+	3. WCMS-F+	3. WCMS-F+	3. WTAR	3. WCMS-F	3. WCMS-F	3. WCMS-F	3. WFOG-F	3. WNIS
WRAP	4. WNVZ-F	4. WWDE-F	4. WWDE-F	4. WFOG-F	4. WOWI-F	4. WNVZ-F	4. WOWI-F	4. WGH-F	4. WMYK-F	4. WNOR-F
5. WNOR-F+	5. WWDE-F	5. WNVZ-F<	5. WLTY-F	5. WWDE-F	5. WNIS	5. WWDE-F	5. WNVZ-F	5. WMYK-F	5. WNVZ-F	5. WMYK-F
WOWI-F	6. WMYK-F	6. WLTY-F	6. WFOG-F	6. WLTY-F		6. WOWI-F<	6. WLTY-F	WOWI-F	6. WGH-F	
	7. WLTY-F	WMYK-F	7. WMYK-F<	7. WTAR		7. WTAR	WWDE-F			
		8. WGH-F	8. WJQI-F+	8. WMYK-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WNOR-F	1. WOWI-F<	1. WWDE-F	1. WOWI-F	1. WOWI-F<
2. WOWI-F	2. WWDE-F	2. WOWI-F>	2. WWDE-F	2. WWDE-F
3. WGH-F	3. WNOR-F+	3. WLTY-F	3. WCMS-F+	3. WCMS-F+
WWDE-F	4. WLTY-F	WMYK-F	WNOR-F	4. WFOG-F
5. WNVZ-F	WMYK-F	WNOR-F+	5. WLTY-F<	5. WLTY-F
6. WLTY-F	WNVZ-F	6. WNVZ-F	6. WMYK-F	6. WJQI-F+
WMYK-F	7. WGH-F		7. WNVZ-F	WMYK-F
8. WCMS-F+	8. WCMS-F+		8. WJQI-F+	8. WNOR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNOR-F+>>	1. WNOR-F+>>	1. WNOR-F+>>	1. WNOR-F+>>	1. WNOR-F+
2. WGH-F	2. WGH-F	2. WOWI-F>	2. WOWI-F	2. WOWI-F
3. WNVZ-F	3. WOWI-F	3. WCMS-F+	3. WCMS-F+	3. WCMS-F+
4. WMYK-F	4. WNVZ-F	WLTY-F	4. WGH-F	4. WFOG-F
5. WCMS-F+	5. WMYK-F	WNVZ-F	5. WNVZ-F	5. WTAR
WOWI-F	6. WCMS-F+	6. WMYK-F	6. WMYK-F<	6. WLTY-F
7. WLTY-F	7. WLTY-F		7. WLTY-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGH	1310	Newport News	.7/1.7
WKEZ-F	94.1	Yorktown	1.3/2.6
WTJZ	1270	Newport News	.5/1.4
WZAM	1110	Norfolk	.8/2.3
WQST-F	96.5	Williamsburg	.6/1.4

RADIO STATIONS

WGH , 1310, 5 KW (DA-N)	, CHR	ABC-F,$ NA	(Banner)	Susquehanna
WNIS, 850, 5 KW/1 KW (DA-2)	, NEWS/TALK	NBC,ABC-T,$ 40.00	(Roslin)	Sinclair
WPCE, 1400, 1 KW	, GOSPEL	SBN,$ 27.00	(Mc-Guild)	Willis
WRAP, 1350, 5 KW (DA-2)	, BLACK	NBN,$ 35.00	(---)	
WTAR, 790, 5 KW (DA-1)	, OLDIES/MOR	CBS,$ 43.00	(Christal)	Landmark
WCMS-F, 100.5, 50 KW @ 500,	COUNTRY	ABC-E,$ 93.00	(Katz)	
WFOG-F, 92.9, 50 KW @ 480,	9TFL/EZ	,$ 70.00	(MMR)	JAG
WGH -F, 97.3, 74 KW @ 415,	CHR	ABC-E,$ 50.00	(Banner)	Susquehanna
WJQI-F, 94.9, 50 KW @ 536,	SOFT AC	,$ 45.00	(Torbet)	Coleman
WKEZ-F, 94.1, 50 KW @ 500,	COUNTRY	US 2,$ 39.00	(Roslin)	Eure
WLTY-F, 95.7, 40 KW @ 881,	AC	,$ 69.00	(Christal)	Landmark
WMYK-F, 93.7, 100 KW @ 940,	URBAN	,$ 47.00	(Eastman)	(ELIZABETH CITY)
WNOR-F, 98.7, 50 KW @ 500,	AOR	Source,$104.00	(Mc-Guild)	Saga
WNVZ-F, 104.5, 50 KW @ 480,	CHR	,$ 70.00	(Republic)	Capitol-Goodmon
WOWI-F, 102.9, 50 KW @ 500,	BLACK	SBN,$ 54.00	(Mc-Guild)	Willis
WSKX-F, 106.9, 100 KW @ 964,	COUNTRY	,$ 39.00	(CBS)	Downs
WWDE-F, 101.3, 50 KW @ 500,	AC	CBS-R,$ 75.00	(Eastman)	Edens
WXRI-F, 105.3, 50 KW @ 500,	RELIGION	,$ 37.00	(K & P)	CBN
WOFM-F, 92.1, 2 KW @ 420,	? ?	,$ NA	(---)	

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OKLAHOMA CITY

Arbitron Rank/Pop (12+): 44/825,400

MSA Rank/Pop: 46/995,000
ADI # 37
Average Person Ratings: 15.7
Market TSL: 21.25 hours

Stations: 17/17
Diaries: 1113/742:1/50.2%
Sample Target: 1080
% Below Line: 0
% Not Listed: 7.9

1987 Revenue: $21,200,000
HH Inc.: $31,351
Retail $: 8.2 Bil
Pop per Station: 48,553
#1 Biller: KXXY A/F $3,800,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KXXY A/F	(C)	162/12.6	14.3	13.9	13.4	11.9	13.6	209/2586	1855/22.5	22.8	21.4	110				KXXY A/F
2. KJYO-F	(CHR)	146/11.3	12.7	12.7	13.4	16.1	12.5	205/2674	1933/23.4	25.0	28.4	71				KJYO-F
3. KATT-F	(AOR)	109/ 8.4	10.0	8.1	7.6	12.5	8.5	152/2093	1371/16.6	20.5	21.7	77				KATT-F
4. KKNG-F	(EZ)	101/ 7.8	4.9	9.0	7.4	7.6	7.3	113/1555	1230/14.9	13.2	14.9	77				KKNG-F
5. KRXO-F	(AOR)	89/ 6.9	5.8	6.4	6.7	2.9	6.5	101/1435	1232/14.9	12.8	6.9	138				KRXO-F
6. KMGL-F	(AC)	86/ 6.7	5.8	4.4	4.6	3.2	5.4	101/1338	1007/12.2	12.8	10.0	131				KMGL-F
7. KTOK	(N/T)	83/ 6.4	6.5	6.2	7.6	7.4	6.7	97/1492	1255/15.2	15.0	16.5	70				KTOK
8. KPRW	(B)	81/ 6.3	7.2	3.2	3.3	4.5	5.0	85/ 561	501/ 6.1	5.7	5.4	75				KPRW
9. KEBC-F	(C)	80/ 6.2	6.2	4.9	5.5	4.6	5.7	120/1619	1017/12.3	12.1	14.8	123				KEBC-F
10. KLTE-F	(AC)	78/ 6.0	3.2	4.5	4.0	4.2	4.4	94/1307	1097/13.3	11.2	13.8	145				KLTE-F
11. KZBS-F	(AC)	60/ 4.6	4.9	4.3	5.7	6.2	4.9	73/1395	1173/14.2	13.9	16.0	89				KZBS-F
12. WKY	(C)	49/ 3.8	3.5	3.6	4.8	3.5	3.9	83/1357	758/ 9.2	9.3	10.8	108				WKY
13. KOMA	(O)	32/ 2.5	4.0	4.8	3.3	3.9	3.7	56/ 814	520/ 6.3	8.9	8.6	56				KOMA
14.																
15.																

12+ FM SHARE (METRO): 77.41% (922 of 1191) (SUM 87: 75.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KJYO-F>>	1. KATT-F	1. KXXY-F+	1. KXXY-F+	1. KXXY-F+<	1. KXXY-F+<	1. KXXY-F+>	1. KXXY-F	1. KJYO-F	1. KJYO-F>	1. KXXY-F<
2. KPRW >	2. KJYO-F	2. KATT-F	2. KRXO-F	2. KKNG-F	2. KTOK	2. KTOK	2. KJYO-F	2. KXXY-F+	2. KXXY-F+	2. KTOK
3. KXXY-F+>	3. KRXO-F	3. KJYO-F	3. KMGL-F	3. KMGL-F<	3. KTOK	3. KJYO-F	3. KATT-F	3. KPRW	3. KMGL-F	3. KMGL-F
4. KATT-F	4. KLTE-F	4. KRXO-F	4. KLTE-F	4. KLTE-F	4. KEBC-F	4. KEBC-F	4. KMGL-F<	4. KMGL-F<	4. KATT-F	4. KRXO-F
KZBS-F-	5. KMGL-F	5. KMGL-F	5. KJYO-F	5. KJYO-F	5. WKY	5. KATT-F<	5. KLTE-F	5. KLTE-F	5. KRXO-F<	KZBS-F
	6. KZBS-F	6. KLTE-F	6. KEBC-F	6. KEBC-F		6. KMGL-F	6. KKN.-F<	KRXO-F	6. KKNG-F	
	7. KPRW		7. KATT-F				7. KRXO-F	7. KEBC-F		
	8. KXXY-F+									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KJYO-F>	1. KJYO-F>	1. KLTE-F	1. KJYO-F	1. KXXY-F+
2. KPRW	2. KLTE-F	2. KJYO-F	2. KXXY-F+	2. KLTE-F
3. KZBS-F	KZBS-F	KXXY-F+	3. KLTE-F	3. KMGL-F
4. KATT-F	4. KXXY-F+<	4. KMGL-F	4. KMGL-F	4. KJYO-F
5. KRXO-F	5. KMGL-F	5. KZBS-F	5. KZBS-F<	5. KKNG-F
6. KMGL-F	KPRW	6. KATT-F	6. KPRW	6. KZBS-F
KXXY-F+	7. KATT-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KATT-F>>	1. KATT-F	1. KRXO-F>>	1. KATT-F	1. KRXO-F
2. KJYO-F	2. KRXO-F>	2. KATT-F	2. KRXO-F	2. KXXY-F+>
3. KMGL-F	3. KJYO-F	3. KJYO-F	3. KXXY-F+>	3. KEBC-F
KZBS-F	4. KMGL-F	4. KEBC-F	4. KEBC-F<	4. KATT-F
5. KPRW	5. KLTE-F	5. KLTE-F	5. KJYO-F	KMGL-F
6. KLTE-F	6. KEBC-F	6. KMGL-F	KMGL-F	6. KJYO-F
KRXO-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGFF	1450	Shawnee	.5/ .9
KJIL-F	104.9	Bethany	1.1/3.9
KQCV	800	Oklahoma City	1.2/2.0

RADIO STATIONS

KOMA, 1520, 50 KW (DA-N) , OLDIES
KPRW, 1140, 1 KW (DAYS) , BLACK
KQCV, 800, 250 W (DAYS) , RELIGION
KTOK, 1000, 5 KW (DA-2) , NEWS/TALK
WKY , 930, 5 KW (DA-N) , COUNTRY

NBC,$ 37.00 (Durpetti) Diamond
SBN,$ 26.00 (Banner) Surrey
,$ 17.00 (---) Bott
ABC-I,$ 59.00 (Banner) Clear Channel
ABC-E,$ 38.00 (Christal) Gaylord

KATT-F, 100.5, 100 KW @ 1200, AOR
KEBC-F, 94.7, 100 KW @ 550, COUNTRY
KJIL-F, 104.9, 3 KW @ 300, RELIGION
KJYO-F, 102.7, 100 KW @ 1003, CHR
KKNG-F, 92.5, 98 KW @ 900, BTFL/EZ
KLTE-F, 101.9, 100 KW @ 475, AC
KMGL-F, 104.1, 100 KW @ 1425, SOFT AC
KRXO-F, 107.7, 100 KW @ 1027, CLASSIC ROCK
KXXY-F, 96.1, 100 KW @ 1167, COUNTRY
KZBS-F, 98.9, 100 KW @ 1108, CHR

Source,$ 70.00 (Banner) Surrey
CBS,$ 39.00 (Eastman) Independence
MPI,$ 20.00 (---) Swaggert
,$ 55.00 (HNWH) Clear Channel
,$ 51.00 (Christal) New City
,$ 43.00 (Katz) Mel Wheeler
US 1,Trans,$ 40.00 (Katz) Renda
,$ 47.00 (Durpetti) Diamond
MBS,$ 90.00 (Mc-Guild) New Market
APR,$ 56.00 (Katz)

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OMAHA

Arbitron Rank/Pop (12+): 69/502,500

MSA Rank/Pop: 78/620,000
ADI # 70

Average Person Ratings: 15.6
Market TSL: 20.25 hours

Stations: 17/14
Diaries: 832/604:1/54.7%
Sample Target: 870
% Below Line: 2.7
% Not Listed: 8.6

1987 Revenue: $17,300,000
HH Inc.: $36,712
Retail $: 4.4 Bil
Pop per Station: 35,893
#1 Biller: KFAB $5,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFAB	(MOR)	116/14.8	16.1	17.0	22.3	20.4	17.6	207/2842	1553/30.9	29.8	32.5	68				KFAB
2. KEZO A/F	(AOR)	115/14.7	17.7	15.4	14.7	14.7	15.6	156/1793	1305/26.0	27.3	25.7	92				KEZO A/F
3. KQKQ-F	(CHR)	91/11.6	10.4	12.1	10.4	9.1	11.1	102/1815	1543/30.7	29.2	26.5	91				KQKQ-F
4. KGOR-F	(CHR)	87/11.1	11.9	10.8	9.1	11.2	10.7	120/2146	1508/30.0	27.7	30.2	96				KGOR-F
5. KOIL	(O)	52/ 6.6	4.7	4.8	3.0	4.4	4.8	53/ 743	701/14.0	12.0	11.4	170				KOIL
6. KEFM-F	(AC)	51/ 6.5	5.4	7.8	6.4	6.8	6.5	63/1121	842/16.8	13.6	19.2	154				KEFM-F
7. KESY A/F	(EZ)	48/ 6.1	7.4	8.7	9.8	8.7	8.0	56/ 838	674/13.4	15.2	16.1	66				KESY A/F
8. WOW-F	(C)	45/ 5.7	7.5	6.1	7.0	7.9	6.6	51/ 833	578/11.5	14.3	16.8	144				WOW-F
9. WOW	(C)	44/ 5.6	4.3	4.4	6.5	5.3	5.2	76/1280	577/11.5	10.6	13.9	71				WOW
10. KOMJ-F	(AC)	26/ 3.3	3.5	---	---	---	1.7	47/ 682	491/ 9.8	7.5	---	155				KOMJ-F
11. KKAR	(N/T)	13/ 1.7	1.6	.9	.8	.6	1.3	17/ 349	291/ 5.8	4.6	2.9	71				KKAR
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 67.04% (480 of 716) (SUM 87: 65.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KGOR-F	1. KEZO-F+>>	1. KEZO-F+>	1. KEZO-F+	1. KEZO-F+	1. KFAB >>	1. KFAB >	1. KEZO-F+>	1. KEZO-F+	1. KFAB	1. KFAB >
2. KQKQ-F	2. KQKQ-F	2. KQKQ-F	2. KOIL	2. KOIL	2. KESY-F+	2. KEZO-F+	2. KFAB	2. KFAB	2. KEZO-F+	2. KQKQ-F<
3. KEZO-F+>>	3. KFAB	3. KGOR-F	3. KQKQ-F	3. KGOR-F<	3. WOW	3. KQKQ-F<	3. KQKQ-F<	3. KQKQ-F	3. KGOR-F	3. KEZO-F
4.	4. KEFM-F>	4. KOIL <	4. KGOR-F<	4. KQKQ-F	4. KOIL	4. KGOR-F	4. KGOR-F	4. KGOR-F>	4. KQKQ-F>>	4. KKAR <
5.	5. KOIL	5. KEFM-F>	5. KEFM-F	5. KEFM-F	5. WOW-F	5. WOW-F	5. KOIL -	5. KEFM-F	5. KEFM-F	5. KGOR-F
	6. WOW-F			KFAB	6. KEFM-F		6. KESY-F+		KOIL	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KGOR-F	1. KGOR-F	1. KGOR-F	1. KGOR-F	1. KGOR-F
2. KQKQ-F>	2. KQKQ-F	2. KQKQ-F	2. KQKQ-F	2. KEFM-F<
3. KEFM-F	3. KEZO-F+	3. KEZO-F+	3. KEFM-F	3. KQKQ-F
KEZO-F+>>	4. KEFM-F>>	4. KEFM-F>	4. KEZO-F+>	4. KFAB
5. KOMJ-F	5. KOMJ-F	5. KOMJ-F	5. KOMJ-F	5. WOW-F
		6. KOIL	WOW-F	6. KEZO-F+
		WOW-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KEZO-F+>>	1. KEZO-F+>>	1. KEZO-F+>>	1. KEZO-F+>>	1. KEZO-F+
2. KQKQ-F>>	2. KQKQ-F>>	2. KOIL	2. KOIL	2. KOIL >
3.	3. KGOR-F	3. KGOR-F	3. KQKQ-F>	3. KFAB
4.	KOIL	4. KQKQ-F	4. KGOR-F	4. KQKQ-F
5.	5. WOW-F>	5. KEFM-F	5. KEFM-F	5. WOW-F
	6. KEFM-F	6. KFAB	KFAB	6. KEFM-F
	KFAB		WOW-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBWH-F	106.3	Blair	1.1/2.7
KFMQ-F	101.9	Lincoln	.8/4.3
KMA	960	Shenandoah	1.1/1.7
KZKX-F	96.9	Seward	.5/2.5

RADIO STATIONS

KCRO, 660, 1 KW	, RELIGION	,$ 12.00	(---)	
KFAB, 1110, 50 KW (DA-N)	, MOR	NBC,$106.00	(Christal)	
KKAR, 1180, 5 KW/1 KW (DA-2)	, NEWS/TALK	MBS,CBS,$ 20.00	(Eastman)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 2,$ 27.00	(Torbet)	
WOW , 590, 5 KW	, COUNTRY	ABC-1,$ 40.00	(Torbet)	Great Empire
KEFM-F, 96.1, 100 KW @ 1442, SOFT AC		,$ 42.00	(Mc-Guild)	
KESY-F, 104.5, 100 KW @ 1085, BTFL/EZ		,$ 40.00	(Mc-Guild)	Sungroup
KEZO-F, 92.3, 100 KW @ 1210, AOR		,$ 62.00	(Katz)	Narrangansett
KGOR-F, 99.9, 115 KW @ 1227, CHR		Source,$ 55.00	(Christal)	Henry
KQKQ-F, 98.5, 100 KW @ 1099, CHR		ABC-F,$ 57.00	(Eastman)	
WOW-F , 94.1, 100 KW @ 510, COUNTRY		ABC-E,$ 45.00	(Torbet)	Great Empire
KOMJ-F, 103.7, 100 KW @ 440, AC		,$ NA	(---)	(ATLANTIC, IA)

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ORLANDO

Arbitron Rank/Pop (12+): 49/768,100

MSA Rank/Pop: 55/925,000
ADI # 27
Average Person Ratings: 17.1
Market TSL: 22.25 hours

Stations: 22/19
Diaries: 1057/731:1/48.5%
Sample Target: 1010
% Below Line: 2.3
% Not Listed: 6.3

1987 Revenue: $38,000,000
HH Inc.: $31,813
Retail $: 7.3 Bil
Pop per Station: 40,689
#1 Biller: WWKA-F $5,100,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJHM-F	(B/U)	159/12.0	7.0	3.0	3.1	2.8	6.3	289/2011	1153/14.9	12.0	7.9	98				WJHM-F
2. WWKA-F	(C)	140/10.6	10.0	13.4	12.1	9.3	11.5	289/2885	1384/17.9	18.5	15.8	97				WWKA-F
3. WSTF-F	(AC)	105/ 8.0	9.7	8.7	9.8	5.7	9.1	180/2543	1309/16.9	19.6	17.5	144				WSTF-F
4. WSSP-F	(EZ)	103/ 7.8	7.1	9.1	8.2	12.2	8.1	246/2805	1157/15.0	15.6	20.0	54				WSSP-F
5. WOCL-F	(O)	102/ 7.7	7.9	4.0	3.5	4.4	5.8	203/2485	1164/15.1	15.9	10.7	165				WOCL-F
6. WDIZ-F	(AOR)	100/ 7.6	7.4	7.0	6.8	6.3	7.2	234/2376	1200/15.5	15.3	15.4	91				WDIZ-F
7. WBJW A/F	(CHR)	89/ 6.8	6.7	9.9	10.4	10.3	8.2	255/3570	1677/21.7	22.1	28.9	75				WBJW A/F
8. WDBO	(MOR)	77/ 5.8	8.0	6.1	5.5	6.7	6.4	106/1396	1050/13.6	15.8	16.2	78				WDBO
9. WHTQ-F	(AOR)	75/ 5.7	4.0	4.0	3.7	4.7	4.4	174/1999	971/12.6	9.8	10.0	96				WHTQ-F
10. WJYO-F	(AC)	71/ 5.4	4.3	4.9	6.1	7.6	5.2	99/1913	965/12.5	10.9	14.5	128				WJYO-F
11. WCAT-F	(CHR)	51/ 3.9	4.7	5.9	5.2	7.5	4.9	85/1999	1201/15.5	15.4	22.5	54				WCAT-F
12. WLOQ-F	(J)	44/ 3.3	1.6	3.2	3.2	2.8	2.8	76/ 974	711/ 9.2	5.4	7.8	152				WLOQ-F
13. WWNZ	(N/T)	35/ 2.7	3.3	4.3	3.9	3.7	3.6	45/ 663	577/ 7.5	9.1	9.9	85				WWNZ
14.																
15.																

12+ FM SHARE (METRO): 87.47% (1082 of 1237) (SUM 87: 81.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WJHM-F>	1. WJHM-F	1. WJHM-F	1. WOCL-F<	1. WOCL-F	1. WWKA-F	1. WWKA-F	1. WWKA-F	1. WJHM-F	1. WJHM-F>	1. WDBO
2. WBJW-F+	2. WDIZ-F	2. WSTF-F	2. WJHM-F<	2. WJHM-F<	2. WSSP-F	2. WSTF-F<	2. WJHM-F	2. WWKA-F	2. WDBO >	2. WWKA-F
3. WCAT-F	3. WSTF-F	3. WOCL-F	3. WSTF-F	3. WSTF-F	3. WOCL-F	3. WJHM-F<	WSTF-F	3. WDIZ-F<	3. WDIZ-F	3. WJHM-F
4. WHTQ-F	4. WHTQ-F	4. WDIZ-F	4. WWKA-F	4. WWKA-F>	4. WDBO	4. WOCL-F	4. WSSP-F<	4. WSTF-F<	4. WBJW-F<	4. WDIZ-F
5. WDIZ-F	5. WBJW-F+	5. WWKA-F	5. WDIZ-F	5. WDIZ-F	5. WJYO-F	5. WSSP-F<	5. WOCL-F	5. WOCL-F	5. WSTF-F	5. WBJW-F
		6. WBJW-F+<		WJYO-F		6. WBJW-F	6. WJYO-F<	6. WSSP-F	WWKA-F	6. WLOQ-F
		7. WHTQ-F					7. WDIZ-F			WSSP-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WJHM-F	1. WJHM-F	1. WJHM-F<	1. WJHM-F	1. WJHM-F
2. WBJW-F+	2. WSTF-F	2. WSTF-F>	2. WSTF-F	2. WSTF-F
WCAT-F	3. WBJW-F+	3. WBJW-F+	3. WOCL-F	3. WOCL-F
4. WDIZ-F	4. WOCL-F	4. WWKA-F	4. WJYO-F	4. WJYO-F
WSTF-F>	5. WDIZ-F	5. WOCL-F	5. WBJW-F+	5. WWKA-F
6. WOCL-F	6. WCAT-F	6. WJYO-F	6. WWKA-F	
	7. WJYO-F			
	WWKA-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WOCL-F
2. WJHM-F	2. WJHM-F	2. WHTQ-F	2. WJHM-F	2. WWKA-F
3. WBJW-F	3. WHTQ-F>	3. WJHM-F	3. WOCL-F	3. WDIZ-F
WHTQ-F>	4. WSTF-F	WSTF-F	4. WHTQ-F<	4. WSTF-F
5. WWKA-F	5. WBJW-F+	5. WLOQ-F>	5. WSTF-F	5. WJHM-F
			WWKA-F	6. WHTQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAJL	1190	Pinecastle	.3/ .9
WORL	1270	Orlando	.8/3.9
WPRD	1440	Winter Park	1.2/2.7
WTLN-F	95.3	Apopha	1.1/2.5
WXXO	1600	Winter Garden	.9/2.8
WWLV-F	94.5	Daytona Beach	1.1/2.5
WPCV-F	97.5	Winter Haven	.8/2.2
WYNF-F	94.9	Tampa	.4/1.4

RADIO STATIONS

WDBO, 580, 5 KW (DA-N)	, MOR	ABC-I,$ 64.00	(Katz)	New City
WHOO, 990, 50 KW/5 KW (DA-2)	, COUNTRY	,$ 24.00	(Eastman)	TK
WONQ, 1140, 4 KW (DAYS)	, HISPANIC	,$ 15.00	(Lotus)	
WORL, 1270, 5 KW (DA-N)	, BLACK	CBS-R,$ 33.00	(HNWH)	
WPRD, 1440, 5 KW/1 KW (DA-N)	, NOSTALGIA	Trans,$ 12.00	(---)	
WWNZ, 740, 5 KW/1 KW (DA-N)	, NEWS/TALK	MBS,NBC,$ 50.00	(Christal)	Guy Gannett
WBJW-F, 105.1, 100 KW @ 1310, CHR		,$114.00	(Banner)	Nationwide
WCAT-F, 106.7, 100 KW @ 875, CHR		,$ 78.00	(Durpetti)	Southern Starr
WDIZ-F, 100.3, 100 KW @ 890, AOR		ABC-R,$ 85.00	(MMR)	Shamrock-Lynett
WHTQ-F, 96.5, 100 KW @ 1609, AOR		,$ 58.00	(Eastman)	TK
WJYO-F, 107.7, 100 KW @ 1613, SOFT AC		,$ 80.00	(Mc-Guild)	Metroplex
WLOQ-F, 103.1, 3 KW @ 300, JAZZ		,$ 44.00	(Banner)	
WWKA-F, 92.3, 100 KW @ 1341, COUNTRY		,$120.00	(Katz)	New City
WOCL-F, 105.9, 100 KW @ 1650, OLDIES		APR,$ 52.00	(Christal)	American (DE LAND)
WJHM-F, 101.9, 28 KW @ 1650, URBAN		,$ 40.00	(CBS)	Beasley (DAYTONA BEACH)
WSSP-F, 104.1, 100 KW @ 1609, BTFL/EZ		,$ 77.00	(Christal)	Guy Gannett (COCOA BEACH)
WSTF-F, 101.1, 100 KW @ 1598, AC		,$ 90.00	(Republic)	Capitol-Goodmon (COCOA BEACH)

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PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,059,800

MSA Rank/Pop: 4/4,840,000
ADI # 4

Average Person Ratings: 18.7
Market TSL: 24.5 hours

Stations: 30/24
Diaries: 2509/1618:1/46.7%
Sample Target: 2440
% Below Line: 3.1
% Not Listed: 8.8

1987 Revenue: $115,600,000
HH Inc.: $35,793
Retail $: 33.3 Bil
Pop per Station: 169,150
#1 Biller: WMMR-F $14,600,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMMR-F (AOR)	607/8.0	7.8	7.7	8.1	8.1	7.9	876/11696	8056/19.8	19.5	19.8	103				WMMR-F
2. WUSL-F (B/U)	540/7.1	8.2	7.1	7.8	7.8	7.6	600/ 5848	5242/12.9	14.7	14.7	76				WUSL-F
3. KYW (N)	518/6.8	6.9	7.3	8.0	7.2	7.3	568/11654	10348/25.5	26.8	28.9	82				KYW
4. WEGX-F (CHR)	509/6.7	7.0	6.5	4.8	3.3	6.3	579/ 9296	7592/18.7	18.6	11.5	67				WEGX-F
5. WPEN (BB)	503/6.6	6.3	5.9	4.6	4.2	5.9	524/ 4975	4723/11.6	10.6	9.6	29				WPEN
6. WEAZ-F (EZ)	445/5.9	6.1	7.6	7.4	6.5	6.8	553/ 7230	5752/14.2	14.6	15.6	78				WEAZ-F
7. WYSP-F (AOR)	443/5.8	4.8	4.7	4.6	4.0	5.0	577/ 9033	6760/16.7	14.6	13.9	128				WYSP-F
8. WSNI-F (AC)	349/4.6	3.4	2.8	3.3	3.7	3.5	378/ 5924	5036/12.4	10.3	12.0	141				WSNI-F
9. WWDB-F (T)	347/4.6	4.4	5.3	5.2	5.1	4.9	410/ 4561	3599/ 8.9	8.7	9.9	72				WWDB-F
10. WXTU-F (C)	342/4.5	4.3	4.6	3.5	4.6	4.2	464/ 5233	3728/ 9.2	9.1	8.5	131				WXTU-F
11. WKSZ-F (AC)	339/4.5	5.5	5.4	5.8	5.0	5.3	376/ 5695	4782/11.8	13.9	14.2	142				WKSZ-F
12. WMGK-F (AC)	312/4.1	4.1	4.5	4.7	4.1	4.4	357/ 5900	4671/11.5	12.9	13.2	154				WMGK-F
13. WDAS-F (B)	270/3.6	3.5	3.6	3.9	4.0	3.7	308/ 3876	3655/ 9.0	9.2	9.9	114				WDAS-F
14. WCAU (N/T)	261/3.4	4.1	2.6	2.9	3.7	3.3	310/ 6071	5212/12.8	13.7	13.1	56				WCAU
15. WOGL-F (O)	174/2.3	3.0	3.0	3.5	3.4	3.0	249/ 5549	3907/ 9.6	10.3	13.9	157				WOGL-F
16. WIOQ-F (O)	172/2.3	2.5	2.5	2.4	2.3	2.4	220/ 4371	3562/ 8.8	9.0	9.4	161				WIOQ-F
17. WFLN-F (CL)	166/2.2	1.7	2.1	1.9	2.0	2.0	208/ 3135	2600/ 6.4	6.1	5.2	114				WFLN-F
18. WIP (I)	118/1.6	1.0	1.1	1.5	1.7	1.3	138/ 2524	2309/ 5.7	4.7	6.0	88				WIP
19. WDAS (B)	83/1.1	1.2	1.0	1.2	1.2	1.1	84/ 1453	1373/ 3.4	4.2	3.4	82				WDAS
20. WHAT (BB)	69/ .9	1.0	1.0	.9	1.0	1.0	69/ 1018	1018/ 2.5	2.6	2.3	89				WHAT
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 75.18% (5210 of 6930) (SUM 87: 74.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WEGX-F	1. WMMR-F>	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WPEN	1. KYW >	1. WMMR-F	1. WMMR-F	1. WUSL-F>	1. KYW <
2. WUSL-F>>	2. WUSL-F<	2. WYSP-F<	2. WYSP-F	2. WYSP-F	2. KYW	2. WMMR-F<	2. WEAZ-F	2. WEGX-F	2. WEGX-F	2. WWDB-F
3. WMMR-F	3. WYSP-F	3. WUSL-F	3. WMGX-F	3. WSNI-F	3. WEAZ-F	3. WYSP-F	3. WPEN	3. WPEN	3. WMMR-F	3. WCAU
4. WYSP-F	4. WEGX-F>	4. WEGX-F	4. WSNI-F	4. WMGX-F	4. WWDB-F	4. WPEN	4. WEGX-F	4. WUSL-F	4. WWDB	4. WIP
5. WDAS-F	5. WSNI-F	5. WSNI-F	5. WUSL-F	5. WKSZ-F	5. WXTU-F	5. WUSL-F	5. WUSL-F<	5. WEAZ-F	5. WCAU	5. WPEN
6.	6. WDAS-F	6. WMGX-F	6. WKSZ-F	6. WXTU-F	6. WKSZ-F	6. WEAZ-F<	6. WKSZ-F	6. WWDB-F	6. WDAS-F	6. WUSL-F
7.	7. WMGX-F	7. WDAS-F	7. WXTU-F	7. KYW	7. WCAU	7. WEGX-F	7. WSNI-F	7. WYSP-F<	7. WPEN	7. WSNI-F
8.	8.	8. WKSZ-F	8. KYW	8. WUSL-F	8. WSNI-F	8. WMGK-F	8. WYSP-F	8. WSNI-F	8. KYW	8. WDAS-F
9.	9.	WXTU-F	9. WEGX-F	9. WEAZ-F	9. WMGX-F	9. WXTU-F<	9. WMGK-F	9. WKSZ-F<	9. WYSP-F	9. WYSP-F<
10.	10.	10. KYW	10. WDAS-F	10. WEGX-F	10.	10. WWDB-F	10. WXTU-F	10. WXTU-F	10. WEAZ-F	10. WMMR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WEGX-F	1. WEGX-F<	1. WUSL-F<	1. WUSL-F	1. WKSZ-F<
2. WUSL-F	2. WUSL-F	2. WSNI-F	2. WEGX-F<	2. WSNI-F
3. WSNI-F	3. WSNI-F	3. WMMR-F<	3. WSNI-F	3. WMGX-F
4. WMMR-F	4. WMMR-F	4. WEGX-F<	4. WMMR-F	4. WUSL-F
5. WYSP-F	5. WYSP-F	5. WMGX-F	5. WMGX-F	5. WEGX-F<
6. WDAS-F	6. WDAS-F	6. WDAS-F<	6. WKSZ-F	6. WEAZ-F<
7. WMGX-F	7. WMGX-F	7. WYSP-F	7. WDAS-F	7. WMMR-F<
8. WEAZ-F	8. WKSZ-F	8. WKSZ-F	8. WYSP-F	8. KYW
9.	9. WIOQ-F	9. WIOQ-F	9. WIOQ-F	9. WXTU-F
10.	10.	10.	WXTU-F	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMR-F>>	1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WMMR-F<
2. WUSL-F	2. WYSP-F>	2. WYSP-F>>	2. WYSP-F>	2. WYSP-F>
3. WYSP-F	3. WUSL-F	3. WUSL-F	3. WUSL-F	3. WXTU-F
4. WEGX-F	4. WEGX-F	4. WMGX-F	4. WEGX-F	4. KYW
5. WDAS-F	5. WDAS-F	5. WDAS-F	5. WXTU-F	5. WMGX-F
6. WMGX-F	6. WMGX-F	WEGX-F	6. WMGX-F	6. WSNI-F
7.	7. WXTU-F	7. WXTU-F	7. KYW <	WWDB-F<
8.	8.	8. KYW	8. WDAS-F	8. WUSL-F
9.	9.	9. WIOQ-F	9. WSNI-F	9. WOGL-F
10.	10.	10.	10. WOGL-F	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFIL	560	Philadelphia	.6/2.9
WNAP	1110	Norristown	.5/1.0
WPGR	1540	Philadelphia	.4/ .8
WZZD	990	Philadelphia	.4/1.6
WFMZ-F	100.7	Allentown	.5/ .9
WJBR-F	99.5	Wilmington	.5/1.9
WKXW-F	101.5	Trenton	.3/1.1
WPST-F	97.5	Trenton	.9/3.8
WSTW-F	93.7	Wilmington	.4/3.0
WOR	710	New York	.3/1.1

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1)	, NEWS	NBC,$290.00	(Group W)	Westinghouse
WCAU, 1210, 50 KW	, TALK/NEWS	CBS,$155.00	(CBS)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2)	, BLACK	NBN,$ 50.00	(HNWH)	Unity
WDVT, 900, 1 KW (DAYS,DA)	, TALK	,$ 37.00	(---)	
WFIL, 560, 5 KW (DA-2)	, OLDIES	,$ 54.00	(Mc-Guild)	
WHAT, 1340, 1 KW	, NOSTALGIA	SBN,$ 46.00	(---)	
WIP , 610, 5 KW (DA-1)	, SPORTS	ABC-E,MBS,$ 85.00	(Katz)	
WPEN, 950, 5 KW (DA-N)	, NOSTALGIA	US 2,$145.00	(MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA)	, OLDIES	US 1,$ 50.00	(Durpetti)	Pyramid
WTEL, 860, 10 KW (DAYS,DA)	, HISPANIC	,$ 32.00	(Caballero)	Beasley
WZZD, 990, 50 KW/10 KW (DA-2)	, RELIGION	,$ 31.00	(---)	

FM STATIONS

WDAS, 105.3, 3 KW @ 870, BLACK		,$ 95.00	(HNWH)	Unity
WEAZ, 101.1, 13 KW @ 1010, EZ		,$250.00	(Mc-Guild)	
WEGX, 106.1, 23 KW @ 740, CHR		ABC-C,$175.00	(Christal)	Malrite
WFLN, 95.7, 50 KW @ 490, CLASSICAL		,$ 95.00	(CMBS)	Marlin
WIOQ, 102.1, 30 KW @ 650, OLDIES		,$110.00	(Mc-Guild)	Outlet
WKSZ, 100.3, 35 KW @ 600, SOFT AC		,$158.00	(HNWH)	(MEDIA)
WMGK, 102.9, 9 KW @ 1140, AC		,$215.00	(MMR)	Greater Media
WMMR, 93.9, 25 KW @ 670, AOR		Source,$320.00	(Katz)	Metropolitan to Legacy
WOGL, 98.1, 13 KW @ 1000, OLDIES		CBS-R,$140.00	(CBS)	CBS
WSNI, 104.5, 13 KW @ 873, AC		US 1,$170.00	(Durpetti)	Pyramid
WUSL, 98.9, 18 KW @ 830, URBAN/BLACK		ABC-F,$185.00	(Eastman)	Tak
WWDB, 96.5, 50 KW @ 500, TALK		ABC-I,$100.00	(Republic)	Panache
WXTU, 92.5, 16 KW @ 900, COUNTRY		MBS,$145.00	(Durpetti)	Beasley
WYSP, 94.1, 16 KW @ 900, CLASSIC AOR		ABC-R,$160.00	(Torbet)	Infinity

*** FORMAT CODES ***

CHR - Contemporary Hit Radio, Top 40, Contemporary		T - Talk	
AC - Adult Contemporary		N - News	
O - Oldies (1955 to near 1988)		SP - Hispanic/Spanish	
B - Black (audience predominantly Black - over 75%)		BB - Big Band, Nostalgia	
U - Urban (majority of audience is non-white although a large segment is white)		M - Middle of Road (MOR), Full Service, Variety	
		J/NA - Jazz and New Age	
EZ - EZ Listening, Beautiful Music		R - Religion, Christian, Christian Music	
AOR - Album Oriented Rock, also includes Classic Rock		G - Gospel	
CL - Classical		E - Etnnic	
C - Country		? - Others or Unknown	

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PHOENIX

Arbitron Rank/Pop (12+): 23/1,625,000

MSA Rank/Pop: 20/1,960,000
ADI # 21

Average Person Ratings: 16.8
Market TSL: 22.5 hours

Stations: 31/31
Diaries: 1458/1115:1/52.2%
Sample Target: 1460
% Below Line: 0
% Not Listed: 5.5

1987 Revenue: $65,500,000
HH Inc.: $32,627
Retail $: 13.5 Bil
Pop per Station: 52,419
#1 Biller: KNIX A/F $10,700,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KNIX A/F	(C)	316/11.6	13.0	14.1	17.4	14.1	14.0	418/4705	3712/22.8	24.3	24.7	124				KNIX A/F
2. KZZP A/F	(CHR)	292/10.7	9.5	11.1	10.6	12.6	10.5	305/4047	3800/23.4	23.8	25.4	68				KZZP A/F
3. KTAR	(N/T)	281/10.3	10.5	10.2	6.3	7.5	9.3	290/3447	3202/19.7	21.1	17.5	85				KTAR
4. KMEO A/F	(EZ)	267/ 9.8	9.5	11.5	13.2	12.7	11.0	274/3053	2828/17.4	18.0	19.8	55				KMEO A/F
5. KUPD-F	(AOR)	200/ 7.3	7.0	6.2	6.7	6.1	6.8	214/2613	2425/14.9	15.3	14.1	70				KUPD-F
6. KKLT-F	(AC)	124/ 4.6	4.4	3.4	3.9	2.6	4.1	140/2050	1850/11.4	12.6	10.1	124				KKLT-F
7. KSLX-F	(AOR)	113/ 4.2	4.5	3.9	3.8	3.9	4.1	113/1575	1547/ 9.5	10.7	10.6	150				KSLX-F
8. KOY-F	(CHR)	112/ 4.1	3.8	3.2	3.1	1.9	3.6	33/ 855	814/ 5.0	13.3	8.2	98				KOY-F
9. KFYI	(N/T)	111/ 4.1	4.3	3.2	2.8	2.0	3.6	117/1396	1279/ 7.9	9.9	6.5	93				KFYI
10. KDKB-F	(AOR)	107/ 3.9	4.3	4.1	3.1	4.0	3.9	133/2264	1970/12.1	12.6	11.2	105				KDKB-F
11. KKFR-F	(CHR)	91/ 3.3	2.8	3.6	3.0	2.9	3.2	106/2105	1780/11.0	10.8	11.9	76				KKFR-F
12. KAMJ A/F	(AC)	88/ 3.3	3.3	3.0	4.6	3.7	3.6	88/1468	1401/ 8.6	10.4	9.2	158				KAMJ A/F
13. KOOL-F	(O)	75/ 2.8	4.1	3.7	2.7	4.2	3.3	100/1561	1415/ 8.7	10.2	10.7	164				KOOL-F
14. KESZ-F	(AC)	55/ 2.0	2.6	2.9	2.1	2.6	2.4	56/1109	1066/ 6.6	7.6	8.9	150				KESZ-F
15. KOOL	(O)	47/ 1.7	2.4	2.4	2.5	2.1	2.3	64/ 629	510/ 3.1	3.8	4.7	182				KOOL
16. KLFF	(BB)	46/ 1.7	1.7	1.5	2.6	1.6	1.9	50/ 624	572/ 3.5	3.4	4.0	18				KLFF
17. KPHX	(SP)	45/ 1.7	---	---	---	2.1	0.4	45/ 277	277/ 1.7	---	1.8	65				KPHX
18. KGRX-F	(J/NA)	39/ 1.4	1.1	.9	1.2	.9	1.2	40/ 727	697/ 4.3	2.8	3.0	171				KGRX-F
19. KOY	(MOR)	33/ 1.2	1.5	1.1	1.2	1.9	1.3	33/ 855	814/ 5.0	5.2	6.4	100				KOY
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 73.11% (1881 of 2573) (SUM 87: 75.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KZZP-F+>	1. KZZP-F+	1. KNIX-F+	1. KNIX-F+>	1. KNIX-F+>	1. KMEO-F+	1. KTAR	1. KNIX-F+	1. KNIX-F+	1. KZZP-F+	1. KTAR >
2. KUPD-F	2. KUPD-F>	2. KZZP-F+	2. KZZP-F+	2. KTAR	2. KTAR	2. KNIX-F+	2. KTAR <	2. KZZP-F+	2. KUPD-F	2. KNIX-F
3. KOY-F>	3. KSLX-F	3. KUPD-F>	3. KTAR	3. KZZP-F+	3. KNIX-F+>>	3. KZZP-F+	3. KMEO-F+	3. KMEO-F+	3. KMEO-F+	3. KFYI
4. KKFR-F	4. KDKB-F	4. KKLT-F	4. KSLX-F	4. KSLX-F	4. KFYI	4. KMEO-F+	4. KZZP-F>	4. KTAR	4. KTAR	4. KKLT-F
5.	5. KNIX-F+	KSLX-F	5. KKLT-F	5. KKLT-F	5.	5. KUPD-F	5. KUPD-F	5. KUPD-F	5. KNIX-F+	5. KZZP-F
6.	6. KKLT-F	6. KDKB-F	6. KUPD-F	6. KMEO-F+	6.	6.	6. KKLT-F	6.	6. KFYI	6. KMEO-F
7.	7. KKFR-F	7. KTAR	7. KAMJ-F+<	7. KAMJ-F+	7.	7.	7.	7.	7.	7. KUPD-F
8.	8.	8.	8. KOOL-F	8. KUPD-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KZZP-F+>	1. KZZP-F+>	1. KZZP-F+	1. KZZP-F+	1. KNIX-F+>
2. KUPD-F	2. KKLT-F	2. KKLT-F	2. KNIX-F+	2. KMEO-F+
3. KKLT-F	3. KUPD-F	3. KAMJ-F+	3. KKLT-F>	3. KKLT-F
4. KNIX-F+	4. KNIX-F+	4. KOY-F<	4. KAMJ-F+	4. KAMJ-F+
5. KDKB-F	5. KOY-F	5. KNIX-F+	5. KUPD-F	5. KZZP-F+
6. KKFR-F+	6. KAMJ-F+	6. KESZ-F	6. KOY-F<	6. KOY-F
KOY-F	KKFR-F	7. KKFR-F	7. KMEO-F+	7. KTAR
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KUPD-F>	1. KUPD-F>	1. KSLX-F	1. KNIX-F+	1. KNIX-F+
2. KZZP-F+<	2. KZZP-F+	2. KUPD-F	2. KUPD-F	2. KTAR >
3. KDKB-F>	3. KSLX-F	3. KZZP-F+	3. KZZP-F+	3. KSLX-F
4. KKFR-F	4. KDKB-F	4. KNIX-F+	4. KSLX-F<	4. KZZP-F+
5. KSLX-F>	5. KNIX-F+>	5. KTAR	5. KDKB-F	5. KUPD-F
6. KKLT-F	6. KTAR	6. KDKB-F	6. KTAR	6.
KNIX-F+	7. KKFR-F	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMLE-F	107.9	Chandler	.4/1.9
KONC-F	106.3	Sun City	.8/2.4
KOPA	1440	Scottsdale	.5/ .9
KQEZ-F	103.9	Coolidge	.3/ .6
KRDS	1190	Tolleson	.7/1.4
KSUN	1400	Phoenix	.8/1.3
KUKQ	1060	Tempe	.3/1.2
KVVA	860	Phoenix	1.0/1.7

RADIO STATIONS

AM STATIONS

KASA, 1540, 10 KW (DAYS,DA)	, RELIGION		,$ 11.00	(---)	Ostrander-Wilson
KFYI, 910, 5 KW (DA-N)	, TALK/NEWS	CBS,NBC-T,	$ 60.00	(Republic)	
KLFF, 1360, 5 KW/1 KW (DA-N)	, NOSTALGIA	ABC-D,	$ 34.00	(---)	
KOOL, 960, 5 KW (DA-N)	, OLDIES	CBS-R,	$ 41.00	(HNWH)	Adams
KOY, 550, 5 KW/1 KW	, MOR	ABC-E,	$ 60.00	(Eastman)	Edens
KPHX, 1480, 1 KW/500 W (DA-2)	, HISPANIC		,$ 28.00	(Caballero)	
KRDS, 1190, 5 KW/250 W (DA-2)	, RELIGION		,$ 22.00	(---)	Interstate
KTAR, 620, 5 KW (DA-N)	, NEWS/TALK	ABC-I,	$175.00	(CBS)	Pulitzer
KUKQ, 1060, 5 KW/500 W (DA-N)	, COUNTRY		,$ 30.00	(Banner)	
KVVA, 860, 1 KW (DA-N)	, HISPANIC		,$ 21.00	(Lotus)	
KXEG, 1010, 5 KW/250 W (DA-2)	, RELIGION		,$ 11.00	(---)	Mid-America Gospel

FM STATIONS

KAMJ, 101.5, 100 KW @ 1740, SOFT AC			,$ 75.00	(Durpetti)	EZ	
KDKB, 93.3, 100 KW @ 1480, AOR			,$ 68.00	(Christal)	Sandusky	
KESZ, 99.9, 100 KW @ 1670, AC			,$ 84.00	(Christal)		
KGRX, 100.3, 90 KW @ 2047, JAZZ/NEW AGE			,$ 41.00	(Torbet)	Daytona	(GLOBE)
KKFR, 92.3, 100 KW @ 1600, CHR			,$ 56.00	(Republic)		
KKLT, 98.7, 115 KW @ 1650, AC			,$ 93.00	(CBS)	Pulitzer	
KMEO, 96.9, 100 KW @ 1556, BTFL/EZ			,$108.00	(Group W)	Westinghouse	
KMLE, 107.9, 100 KW @ 1000, COUNTRY			,$ 25.00	(---)	Shamrock	(CHANDLER)
KNIX, 102.5, 100 KW @ 1610, COUNTRY			,$180.00	(Katz)	Buck Owens	
KONC, 106.3, 2 KW @ 400, CLASSICAL		ABC-D,	$ 35.00	(CMBS)		(SUN CITY)
KOOL, 94.5, 100 KW @ 1620, OLDIES		CBS-R,	$ 74.00	(HNWH)	Adams	
KOY, 95.5, 100 KW @ 1550, CHR			,$ 57.00	(Eastman)	Edens	
KSLX, 100.7, 100 KW @ 1847, CLASSIC AOR			,$ 88.00	(MMR)	Cook Inlet	
KUPD, 97.9, 100 KW @ 1620, AOR			,$ 95.00	(Banner)		
KVVA, 107.1, 2 KW @ 405, HISPANIC			,$ 37.00	(Lotus)		(APACHE JUNCTION)
KZZP, 104.7, 100 KW @ 1550, CHR			,$160.00	(Mc-Guild)	Nationwide	

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PITTSBURGH

Arbitron Rank/Pop (12+): 16/1,986,400

MSA Rank/Pop: 18/2,140,000
ADI # 17
Average Person Ratings: 18.4
Market TSL: 24.5 hours

Stations: 30/29
Diaries: 1823/1090:1/52.6%
Sample Target: 1760
% Below Line: 0.4
% Not Listed: 7.8

1987 Revenue: $47,400,000
HH Inc.: $31,461
Retail $: 13.0 Bil
Pop per Station: 68,497
#1 Biller: KDKA $9,700,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDKA (MOR)	617/16.9	15.4	13.2	14.3	13.9	15.0	727/8683	6878/34.6	33.6	31.8	68				KDKA
2. WBZZ-F (CHR)	380/10.4	10.3	9.7	11.3	11.6	10.4	456/5976	4739/23.9	27.0	26.0	100				WBZZ-F
3. WSHH-F (EZ)	281/ 7.7	7.4	10.3	8.2	8.1	8.4	310/3557	2976/15.0	14.7	15.7	70				WSHH-F
4. WDVE-F (AOR)	234/ 6.4	5.4	5.7	5.6	7.3	5.8	396/5262	3247/16.3	16.6	17.7	114				WDVE-F
5. WAMO-F (B)	229/ 6.3	6.2	5.6	5.2	5.6	5.8	243/2629	2323/11.7	10.3	10.6	90				WAMO-F
6. WWSW-F (O)	206/ 5.6	5.4	5.8	3.4	4.2	5.1	252/3546	2596/13.1	13.0	12.3	166				WWSW-F
7. WMYG-F (AOR)	203/ 5.5	6.4	5.4	5.5	5.3	5.7	240/3029	2374/12.0	14.4	12.9	109				WMYG-F
8. WLTJ-F (AC)	175/ 4.8	3.0	4.0	3.1	3.2	3.7	199/2396	1891/ 9.5	8.5	9.2	148				WLTJ-F
9. WHTX-F (AC)	171/ 4.7	3.8	3.6	4.9	3.7	4.3	180/2564	2270/11.4	10.8	13.0	172				WHTX-F
10. WDSY-F (C)	136/ 3.7	3.5	4.1	4.2	4.6	3.9	201/2446	1688/ 8.5	7.7	8.9	119				WDSY-F
11. WTAE (T)	130/ 3.6	4.0	3.2	3.6	2.0	3.6	136/2616	2421/12.2	11.2	10.5	81				WTAE
12. WYDD-F (CHR)	107/ 2.9	2.0	3.1	2.2	2.0	2.6	138/2781	2160/10.9	9.0	10.4	103				WYDD-F
13. WJAS (BB)	106/ 2.9	3.8	3.6	3.2	3.8	3.4	110/1397	1361/ 6.9	7.9	8.7	31				WJAS
14. KQV (N/T)	70/ 1.9	2.9	2.9	2.2	2.0	2.5	72/1397	1347/ 6.8	8.2	6.6	58				KQV
15. WEEP (O)	42/ 1.1	1.2	1.4	2.8	1.9	1.6	54/ 955	644/ 3.2	3.2	4.1	136				WEEP
16.															
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 56.86% (2254 of 3371) (SUM 87: 65.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBZZ-F>>	1. WBZZ-F	1. WBZZ-F>	1. WBZZ-F	1. KDKA	1. KDKA >>	1. KDKA >>	1. WBZZ-F	1. KDKA	1. KDKA >>	1. KDKA >>
2. WAMO-F	2. WMYG-F<	2. WDVE-F	2. WWSW-F	2. WBZZ-F	2. WSHH-F>	2. WBZZ-F>	2. WSHH-F	2. WBZZ-F	2. WAMO-F<	2. WAMO-F
3. WDVE-F>>	3. WDVE-F	3. WMYG-F<	3. KDKA	3. WWSW-F	3. WWSW-F	3. WHTX-F<	3. KDKA	3. WDVE-F<	3. WBZZ-F	3. WWSW-F<
4. WYDD-F	4. WAMO-F	4. WWSW-F	4. WDVE-F	4. WHTX-F	4. WLTJ-F	4. WSHH-F	4. WDVE-F<	4. WSHH-F	4. WDVE-F	4. WSHH-F
5.	5. WHTX-F	5. WAMO-F	WHTX-F	5. WDVE-F<	5. WTAE <	5. WMYG-F	5. WWSW-F	5. WAMO-F	5. WWSW-F<	5. WDVE-F
6.	6. WWSW-F	6. KDKA	6. WMYG-F<	6. WLTJ-F	6. WBZZ-F	6. WDVE-F	6. WLTJ-F<	6. WMYG-F	6. WMYG-F	6. WTAE
7.	WYDD-F	7. WHTX-F	7. WLTJ-F	7. WMYG-F	7.	7. WWSW-F<	7. WMYG-F	7. WWSW-F	7.	7.
8.	8. KDKA	8. WLTJ-F	8. WAMO-F	8. WAMO-F	8.	8. WLTJ-F	8. WHTX-F	8. WLTJ-F	8.	8.
9.	9.	9.	9.	9.	9.	9. WAMO-F	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBZZ-F>>	1. WBZZ-F>	1. WBZZ-F>	1. WBZZ-F>	1. WBZZ-F
2. WAMO-F	2. WMYG-F	2. WMYG-F	2. WWSW-F	2. KDKA
WMYG-F<	3. WAMO-F	3. WWSW-F	3. WAMO-F>	3. WLTJ-F<
4. WDVE-F	WDVE-F	4. WHTX-F	4. WHTX-F	4. WWSW-F
5. WYDD-F>	5. WLTJ-F<	WLTJ-F	5. KDKA	5. WHTX-F
6. WLTJ-F	6. WYDD-F	6. WDVE-F	WLTJ-F	6. WAMO-F
7. WDSY-F	WWSW-F	7. WAMO-F	7. WMYG-F	7. WSHH-F
8. WHTX-F	8. WHTX-F	8. KDKA	8. WDVE-F	8.
9. WWSW-F	9.	9. WYDD-F	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAMO-F>	1. WDVE-F	1. WDVE-F	1. WDVE-F	1. KDKA
2. WDVE-F>	2. WMYG-F	2. WMYG-F>	2. WMYG-F	2. WWSW-F
3. WBZZ-F	3. WAMO-F	3. WBZZ-F	3. WBZZ-F	3. WDVE-F
4. WYDD-F	4. WBZZ-F>	4. WHTX-F	4. WWSW-F<	4. WAMO-F
5. WDSY-F	5. WHTX-F	5. KDKA	5. WAMO-F	WBZZ-F
WWSW-F	6. WWSW-F<	6. WWSW-F	6. KDKA	6. WDSY-F
7. WMYG-F	7. WYDD-F<	7. WAMO-F	7.	7.
8. WLTJ-F	8. KDKA	8. WYDD-F	8.	8.
9. KDKA	9.	9. WDSY-F	9.	9.
10.	10.	10. WMXP-F	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMO	860	Pittsburgh	.5/1.2
WASP	1130	Brownsville	.4/1.0
WBVP	1230	Beaver Falls	.4/1.2
WEDO	810	McKeesport	.3/1.7
WHJB	620	Greensburg	.3/2.0
WIXZ	1360	McKeesport	.6/1.7
WMBS	590	Uniontown	1.1/2.4
WMXP-F	100.7	New Kensington	.7/2.4
WPIT-F	105.1	Pittsburgh	.8/3.3
WPQR-F	99.3	Uniontown	.4/1.2
WSSZ-F	107.1	Greenburg	.4/1.1
WWKS-F	106.7	Beaver Falls	.3/1.4
WWSW	970	Pittsburgh	.5/2.6
WYTK-F	95.3	Washington	.6/ .9
WKYE-F	95.5	Johnston	.4/ .6

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, MOR	NBC,$185.00	(Group W)	Westinghouse		
KQV , 1410, 5 KW (DA-2)	, NEWS	CBS,US 2,$ 40.00	(---)			
WAMO, 860, 1 KW (DAYS,DA)	, BLACK	SBN,$ NA	(HNWH)	Sheridan		
WEEP, 1080, 50 KW (DAYS,DA)	, OLDIES	ABC-D,$ 33.00	(Republic)	Entercom		
WJAS, 1320, 5 KW (DA-N)	, NOSTALGIA	UPI,$ 46.00	(MMR)	Renda		
WMBS, 590, 1 KW (DA-N)	, VARIETY	CBS,$ 13.00	(Regional)			(UNIONTOWN)
WPIT, 730, 5 KW (DAYS)	, RELIGION/GOSPEL	,$ 25.00	(---)	Pyramid		
WTAE, 1250, 5 KW (DA-N)	, TALK/NEWS	US 2,ABC-E,$ 65.00	(Katz)	Hearst		
WWSW, 970, 5 KW (DA-2)	, OLDIES	ABC-I,ABC-D,$ NA	(Mc-Guild)	Shamrock		

FM STATIONS

WAMO, 105.9, 72 KW @ 440, BLACK	SBN,$ 55.00	(HNWH)	Sheridan		
WBZZ, 93.7, 41 KW @ 547, CHR	,$137.00	(Banner)	EZ		
WDSY, 107.9, 50 KW @ 500, COUNTRY	ABC-I,$ 50.00	(Republic)	Entercom		
WDVE, 102.9, 55 KW @ 320, AOR	Source,$107.00	(Christal)	Great American		
WHTX, 96.1, 50 KW @ 500, AC	ABC-E,$ 89.00	(Katz)	Hearst		
WLTJ, 92.9, 47 KW @ 890, SOFT AC	,$ 51.00	(CBS)			
WMYG, 96.9, 15 KW @ 930, CLASSIC ROCK	,$ 61.00	(MMR)			
WPIT, 101.5, 48 KW @ 505, RELIGION	,$ 25.00	(---)	Pyramid		
WSHH, 99.7, 11 KW @ 930, BTFL/EZ	,$ 78.00	(MMR)	Renda		
WWKS, 106.7, 50 KW @ 500, AC	ABC-F,$ 25.00	(Dome)			(BEAVER FALLS)
WWSW, 94.5, 50 KW @ 810, OLDIES	ABC-D,$100.00	(Mc-Guild)	Shamrock		
WYDD, 104.7, 50 KW @ 500, CHR	ABC-F,$ 41.00	(Roslin)	Salem		
WMXP, 100.7, 20 KW @ 500, AC	,$ 32.00	(---)	Signature		

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PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,319,900

MSA Rank/Pop: 41/1,370,000
ADI # 26
Average Person Ratings: 14.9
Market TSL: 20.0 hours

Stations: 25/24
Diaries: 1503/878:1/53.3%
Sample Target: 1420
% Below Line: 0.6
% Not Listed: 8.9

1987 Revenue: $40,000,000
HH Inc.: $32,454
Retail $: 9.5 Bil
Pop per Station: 54,996
#1 Biller: KINK-F $4,700,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKRZ-F (CHR)	183/9.3	9.1	10.8	8.0	9.8	9.3	202/3298	2984/22.6	20.9	22.0	85				KKRZ-F
2. KUPL-F (C)	159/8.1	5.7	6.4	5.9	6.7	6.5	175/1702	1417/10.7	10.6	12.1	101				KUPL-F
3. KXYQ-F (CHR)	158/8.0	5.6	6.7	5.3	5.1	6.4	219/2907	2217/16.8	13.3	12.1	51				KXYQ-F
4. KXL (N/T)	143/7.3	6.9	5.9	7.9	5.0	7.0	150/2103	1927/14.6	13.2	11.6	48				KXL
5. KINK-F (AOR)	142/7.2	6.5	6.9	6.9	6.5	6.9	158/2036	1849/14.0	13.1	13.1	151				KINK-F
6. KKCW-F (AC)	118/6.0	7.2	4.4	4.6	6.3	5.6	143/2018	1769/13.4	14.8	15.0	143				KKCW-F
7. KXL-F (EZ)	113/5.7	4.9	5.4	5.9	5.6	5.5	131/1900	1617/12.3	9.5	10.9	75				KXL-F
8. KEX (MOR)	112/5.7	6.3	7.6	5.7	5.1	6.3	123/2039	1725/13.1	13.2	12.0	88				KEX
9. KMJK-F (AOR)	102/5.2	5.2	4.2	5.1	3.8	4.9	113/1567	1377/10.4	10.8	12.3	140				KMJK-F
10. KGON-F (AOR)	99/5.0	5.0	4.5	5.6	7.3	5.0	113/1684	1476/11.2	13.0	14.5	104				KGON-F
11. KKSN-F (O)	76/3.9	4.7	4.5	2.4	2.9	3.9	92/1525	1329/10.1	10.5	7.4	156				KKSN-F
12. KYTE-F (CL)	74/3.8	3.1	2.8	5.3	3.0	3.8	88/1340	1150/ 8.7	8.3	8.9	105				KYTE-F
13. KYTE (BB)	72/3.7	4.1	5.1	3.6	4.4	4.1	74/ 917	889/ 6.7	6.5	8.1	27				KYTE
14. KWJJ-F (C)	46/2.3	3.4	3.1	3.5	3.7	3.1	59/1112	873/ 6.6	7.6	7.9	126				KWJJ-F
15. KGW (AC)	35/1.8	3.1	4.1	4.9	4.0	3.5	56/1416	1145/ 8.7	12.1	12.5	139				KGW
16.															
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 73.09% (1309 of 1791) (SUM 87: 69.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KXYQ-F	1. KINK-F<	1. KINK-F<	1. KINK-F	1. KINK-F	1. KXL	1. KXL	1. KKRZ-F	1. KKRZ-F	1. KXYQ-F>	1. KXL
2. KKRZ-F>>	2. KKRZ-F	2. KKRZ-F	2. KKCW-F	2. KKCW-F	2. KXL-F	2. KKRZ-F	2. KUPL-F	2. KXYQ-F	2. KKRZ-F	2. KEX
3.	KXYQ-F	3. KXYQ-F<	3. KKRZ-F	3. KUPL-F	3. KUPL-F	3. KUPL-F	3. KKCW	3. KUPL-F	3. KINK-F	3. KXL-F
4.	4. KGON-F<	4. KKCW-F	4. KMJK-F	4. KKRZ-F	4. KEX	4. KEX <	4. KINK-F<	4. KKCW	4. KGON-F	KXYQ-F
5.	5. KMJK-F	5. KUPL-F	5. KUPL-F	5. KMJK-F	5. KYTE	5. KINK-F	5. KMJK-F<	5. KINK-F	5. KXL	5. KUPL-F
6.	6. KUPL-F<	6. KMJK-F	6. KKSN-F	6. KKSN-F	6.	6. KKCW-F	6. KXYQ-F	6. KGON-F<	6. KEX	6.
7.	7. KKCW-F	7. KGON-F	7. KGON-F	7. KGON-F<	7.	7.	7. KXL <	7. KXL	7. KUPL-F	7.
8.	8.	8.	8.	8. KEX	8.	8.	8. KXL-F	8. KMJK-F	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKRZ-F	1. KKRZ-F<	1. KINK-F	1. KKCW-F	1. KKCW-F
2. KXYQ-F	2. KINK-F	2. KKCW-F	2. KKRZ-F<	2. KINK-F
3. KINK-F	3. KKCW-F	3. KKRZ-F>	3. KINK-F	3. KKRZ-F
4. KUPL-F	4. KXYQ-F>	4. KXYQ-F	4. KXYQ-F<	4. KUPL-F
5. KKCW-F>	5. KUPL-F	5. KMJK-F	5. KUPL-F	5. KKSN-F
6. KMJK-F	6. KMJK-F	6.	6. KKSN-F	6. KEX
7. KEX	7.	7.	7.	KXL-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KXYQ-F	1. KXYQ-F<	1. KINK-F	1. KGON-F<	1. KINK-F
2. KGON-F>	2. KGON-F	2. KMJK-F	2. KMJK-F	2. KMJK-F
3. KKRZ-F>	3. KMJK-F	3. KGON-F	3. KXYQ-F	3. KUPL-F
4. KMJK-F	4. KINK-F	4. KKRZ-F	4. KINK-F<	4. KGON-F
5. KUPL-F	5. KKRZ-F	5. KUPL-F	5. KUPL-F	5. KKRZ-F
6.	6. KUPL-F	6. KXYQ-F	6. KKRZ-F	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBMS	1480	Vancouver	.5/1.3
KKEY	1150	Portland	1.0/2.4
KKSN	910	Vancouver	.7/2.0
KPDQ-F	93.7	Portland	1.5/5.2
KSGO	1520	Oregon City	1.3/3.8
KUPL	1330	Portland	1.3/3.2
KVIX	1290	Lake Oswego	.6/2.1
KWBY	940	Woodburn	.5/ .6
KWJJ	1080	Portland	.9/3.4
KFAT-F	106.1	Corvallis	.5/1.3

RADIO STATIONS

AM STATIONS

KEX , 1190, 50 KW (DA-1)	, MOR	ABC-I,$ 86.00	(Katz)	Great American	
KGW , 620, 5 KW (DA-N)	, OLDIES	APR,$ 81.00	(MMR)	King	
KKEY, 1150, 5 KW (DAYS,DA)	, RELIGION	MBS,$ 26.00	(---)		
KKSN, 910, 5 KW (DA-2)	, OLDIES	,$ 30.00	(Republic)	Heritage	
KKUL, 1410, 5 KW (DAYS)	, ? ?	,$ NA	(---)		
KPDQ, 800, 1 KW (DAYS,DA)	, RELIGION	,$ 25.00	(---)	Salem	
KSGO, 1520, 50 KW/10 KW (DA-1)	, OLDIES	,$ 31.00	(HNWH)	Ackerly	
KUIK, 1360, 5 KW (DA-N)	, VARIETY	,$ 20.00	(---)		
KUPL, 1330, 5 KW (DA-1)	, COUNTRY	APR,$ NA	(Banner)	Scripps-Howard	
KWJJ, 1080, 50 KW/10 KW (DA-2)	, COUNTRY	ABC-E,$ 35.00	(Republic)	Park	
KXL , 750, 50 KW/10 KW (DA-1)	, NEWS, TALK	NBC,$ 72.00	(Mc-Guild)	Alexander	
KYTE, 970, 5 KW (DA-1)	, NOSTALGIA	CBS,$ 39.00	(Christal)	Henry	

FM STATIONS

KGON, 92.3, 100 KW @ 920, AOR	,$ 87.00	(HNWH)	Ackerly	
KINK, 101.9, 100 KW @ 1611, AOR	,$101.00	(MMR)	King	
KKCW, 103.3, 100 KW @ 1654, AC	,$ 74.00	(Durpetti)	Trumper	
KKSN, 97.1, 100 KW @ 980, OLDIES	,$ 55.00	(Republic)	Heritage	
KKRZ, 100.3, 100 KW @ 920, CHR	ABC-F,$ 84.00	(Katz)	Great American	
KMJK, 106.7, 100 KW @ 877, CLASSIC ROCK	Source,$ 51.00	(Christal)		
KPDQ, 93.7, 100 KW @ 247, RELIGION	,$ 24.00	(---)	Salem	
KUPL, 98.5, 100 KW @ 1100, COUNTRY	APR,$ 65.00	(Banner)	Scripps-Howard	
KWJJ, 99.5, 100 KW @ 920, COUNTRY	ABC-E,$ 48.00	(Republic)	Park	
KXL , 95.5, 100 KW @ 920, BTFL/EZ	,$ 60.00	(Mc-Guild)	Alexander	
KXYQ, 105.1, 100 KW @ 1099, CHR	ABC-C,$ 53.00	(Banner)	Daytona	(SALEM)
KYTE, 101.1, 100 KW @ 635, CLASSICAL	,$ 50.00	(Christal)	Henry	

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PROVIDENCE

Aqbitron Rank/Pop (12+): 28/1,249,400

MSA Rank/Pop: 58/997,000
ADI # 44
Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 41/22
Diaries: 1405/889:1/46.9%
Sample Target: 1370
% Below Line: 19.0
% Not Listed: 7.5

1987 Revenue: $23,000,000
HH Inc.: $34,268
Retail $: 5.9 Bil
Pop per Station: 56,791
#1 Biller: WPRO-F $4,600,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	310/14.3	16.8	15.4	13.5	14.0	15.0	330/4470	4122/33.0	36.4	32.9	90				WPRO-F
2. WHJY-F (AOR)	179/ 8.2	7.9	8.4	9.7	10.5	8.6	208/2793	2354/18.8	18.6	22.0	88				WHJY-F
3. WLKW-F (EZ)	175/ 8.0	12.4	10.5	11.3	10.9	10.6	183/2302	2179/17.4	19.6	21.5	66				WLKW-F
4. WHJJ (N/T)	151/ 6.9	6.3	6.7	7.1	5.7	6.8	208/2793	2354/18.8	12.3	11.7	59				WHJJ
5. WWLI-F (AC)	132/ 6.1	4.9	6.0	6.3	6.5	5.8	155/1843	1549/12.4	12.2	14.6	141				WWLI-F
6. WPRD (MOR)	105/ 4.8	4.4	5.7	5.0	5.7	5.0	105/2008	1984/15.9	14.7	17.6	85				WPRD
7. WSNE-F (AC)	88/ 4.0	5.4	4.0	5.6	3.5	4.8	93/1673	1546/12.4	15.5	11.8	160				WSNE-F
WODS-F (O)	88/ 4.0	2.7	2.3	1.0	.4	2.5	132/1715	1005/ 8.0	7.7	1.9	183				WODS-F
9. WBRU-F (AOR)	83/ 3.8	2.2	2.7	3.3	3.6	3.0	99/1475	1362/10.9	10.3	12.8	116				WBRU-F
10. WWRX-F (AOR)	57/ 2.6	2.1	2.2	2.0	1.5	2.2	104/1583	983/ 7.9	7.6	6.3	146				WWRX-F
11. WBSM (?)	54/ 2.5	.7	1.2	2.2	2.6	1.7	56/ 484	472/ 3.8	2.1	4.4	56				WBSM
12. WWAZ (BB)	50/ 2.3	2.1	1.3	1.6	1.3	1.8	53/ 576	554/ 4.4	5.1	4.3	61				WWAZ
13. WWKX-F (?)	49/ 2.3	.3	---	---	---	---	49/ 522	522/ 4.2	1.2	---	57				WWKX-F

12+ FM SHARE (METRO): 70.61% (1420 of 2011) (SPG 87: 74.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPRO-F>>	1. WPRO-F>	1. WPRO-F>	1. WPRO-F>	1. WPRO-F>	1. WKLW-F	1. WPRO-F	1. WPRO-F>	1. WPRO-F>	1. WPRO-F>>	1. WBZ
2. WHJY-F>>	2. WHJY-F>>	2. WHJY-F>	2. WWLI-F<	2. WWLI-F	2. WHJJ-F>	2. WHJJ	2. WHJY-F	2. WLKW-F<	2. WHJY-F	2. WWLI-F
3. WWKX-F	3. WBRU-F	3. WWLI-F	3. WODS-F	3. WODS-F	3. WWLI-F	3. WHJY-F	3. WLKW-F	3. WHJY-F	3. WPRO <	3. WHJJ-F
4. WBRU	4. WSNE-F	4. WODS-F	4. WHJY-F	4. WHJY-F	4. WPRO	4. WLKW-F	4. WWLI-F<	4. WHJJ	4. WLKW-F	4. WLKW-F
5.	5. WODS-F	5. WSNE-F	5. WSNE-F	5. WSNE-F	5. WPRO-F	5. WPRO	5. WHJJ	5. WWLI-F>	5. WHJJ-F<	WPRO-F
	6. WWRX-F	6. WBRU-F	6. WBRU-F	6. WLKW-F	6. WBSM <	6. WWLI-F	6. WSNE-F	6. WSNE-F>	6. WWLI-F	
	7. WWKX-F	7. WWRX-F	7. WLKW-F<	7. WBRU-F	7. WWAZ	7. WSNE-F	7. WODS	7. WWRX-F	7. WODS-F	
	WWLI-F	8. WLKW-F	8. WWRX-F	8. WHJJ-F	8. WHIM	8. WODS-F	8. WBRU-F	8. WBRU-F	8. WBZ	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPRO-F>>	1. WPRO-F>>	1. WPRO-F>>	1. WPRO-F>>	1. WPRO-F>
2. WHJY-F>	2. WHJY-F	2. WSNE-F	2. WWLI-F	2. WWLI-F
3. WBRU-F	3. WSNE-F	3. WODS-F	3. WHJY-F	3. WSNE-F
4. WWLI-F	4. WBRU-F	4. WBRU-F	4. WSNE-F	4. WLKW-F
5. WWKX-F	5. WWLI-F	WWLI-F	5. WODS-F<	5. WODS-F
6. WSNE-F	6. WODS-F	6. WHJY-F	6. WBRU-F	6. WHJJ
WXKS-F	7. WWKX-F	7. WWRX-F	7. WLKW-F	WHJY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHJY-F>>	1. WHJY-F>>	1. WHJY-F>	1. WHJY-F	1. WHJY-F
2. WPRO-F>	2. WPRO-F	2. WPRO-F	2. WPRO-F	2. WPRO-F
3. WBRU-F	3. WBRU-F	3. WODS-F	3. WODS-F	3. WODS-F
4. WWKX-F	4. WWRX-F	4. WBRU-F	4. WBRU-F	4. WWLI-F
5. WWRX-F	5. WODS-F	5. WWRX-F>	5. WSNE-F	5. WBRU-F
6. WSNE-F	6. WWKX-F	WSNE-F	6. WWRX-F<	6. WPRO
7. WMJX-F	7.	7. WOTB-F	WWLI-F	WWRX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADK	1540	Newport	.4/ .9
WALE	1400	Fall River	1.1/2.0
WARA	1320	Attleboro	.5/ .8
WHIM	1110	Providence	1.9/2.8
WICE	550	Pawtucket	.6/2.3
WMYS	98.1	New Bedford	1.7/6.0
WNBH	1340	New Bedford	.7/2.6
WNRI	1380	Woonsocket	.4/1.3
WOTB-F	100.3	Middletown	1.1/2.4
WWON	1240	Woonsocket	.6/1.8

WAAF-F	107.3	Worcester	.6/3.0
WBCN-F	104.1	Boston	.8/3.2
WBOS-F	92.9	Brookline	1.2/3.4
WBZ	1030	Boston	1.5/4.0
WCAV-F	97.7	Brockton	.4/1.1
WCRB-F	102.5	Waltham	.9/2.7
WEEI	590	Boston	.6/1.5
WHDH	850	Boston	.4/1.6
WJIB-F	96.9	Boston	.4/1.8
WMJX-F	106.7	Boston	.6/1.5
WPLM-F	99.1	Plymouth	1.1/3.6
WRKO	680	Boston	.3/1.2
WROR-F	98.5	Boston	.6/2.9
WVBF-F	105.7	Framingham	.6/1.6
WVVE-F	102.3	Stonington	.5/ .8
W4XO%R	08$F#	Chdford	1.1/4.5
WZLX-F	100.7	Boston	.8/2.4
WZDQ%R	#7F9	:aston	1.1/4.7

RADIO STATIONS

WHIM, 1110, 5 KW/250 W (DA-N)	, COUNTRY	CBS,$ 24.00	(Roslin)
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	ABC-I,$ 57.00	(Katz) Federal
WICE, 550, 1 KW/500 W (DA-N)	, OLDIES	ABC-D,$ 21.00	(Republic)
WPRO, 630, 5 KW (DA-N)	, MOR/AC	ABC-I,$ 64.00	(Banner) Cap Cities/ABC
WWAZ, 790, 5 KW (DA-N)	, NOSTALGIA	SMN,$ 34.00	(Mc-Guild) Eastern
WBRU-F, 95.5, 20 KW @ 440, AOR		Source,$ 44.00	(MMR)
WHJY-F, 94.1, 50 KW @ 500, AOR		ABC-R,$ 91.00	(Katz) Federal
WLKW-F, 101.5, 50 KW @ 500, BTFL/EZ		,$ 74.00	(Christal) Wilks-Schwartz
WPRO-F, 92.3, 39 KW @ 550, CHR		ABC-C,$101.00	(Banner) Cap Cities/ABC
WSNE-F, 93.3, 50 KW @ 500, AC		,$ 54.00	(Eastman) Beck-Ross (TAUNTON)
WWLI-F, 105.1, 50 KW @ 500, SOFT AC		Trans,$ 68.00	(Mc-Guild) Eastern
WWRX-F, 103.7, 50 KW @ 500, AOR (?)		,$ 38.00	(Ros'in) (WESTERLY)
WMYS-F, 98.1, 50 KW @ 500, AC		,$ 40.00	(Torbet) Hall

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RALEIGH - DURHAM

Arbitron Rank/Pop (12+): 61/558,100

MSA Rank/Pop: 70/661,000
ADI # 35
Average Person Ratings: 15.8
Market TSL: 21.0 hours

Stations: 23/20
Diaries: 936/596:1/48.9%
Sample Target: 890
% Below Line: 4.4
% Not Listed: 15.0

1987 Revenue: $24,300,000
HH Inc.: $34,512
Retail $: 4.5 Bil
Pop per Station: 27,905
#1 Biller: WRAL-F $5,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRDU-F (AOR)	96/10.9	10.7	8.3	6.5	10.9	9.1	190/1896	1095/19.6	19.6	19.8	87				WRDU-F
2. WDCG-F (CHR)	91/10.3	9.0	9.4	6.7	7.8	8.9	156/2412	1312/23.5	23.1	22.1	88				WDCG-F
3. WPTF (N/T)	80/ 9.0	6.5	8.2	9.9	8.1	8.2	140/1645	992/17.8	14.5	17.0	68				WPTF
4. WRAL-F (AC)	66/ 7.5	6.5	9.4	9.9	7.9	8.3	182/2668	969/17.4	16.7	21.1	147				WRAL-F
5. WQOK-F (B)	63/ 7.1	6.5	6.4	7.4	7.2	6.9	142/1498	776/13.9	11.5	12.4	94				WQOK-F
6. WFXC-F (B)	54/ 6.1	7.0	9.2	3.1	4.0	6.4	65/ 751	634/11.4	13.3	12.0	82				WFXC-F
7. WQDR-F (C)	53/ 5.0	7.3	7.4	9.1	8.2	7.5	131/1856	596/10.7	13.8	14.3	108				WQDR-F
8. WYLT-F (AC)	50/ 5.7	4.2	3.6	6.3	4.1	5.0	78/1213	771/13.8	10.1	12.5	140				WYLT-F
9. WDNC (BB)	23/ 2.6	2.4	2.5	3.3	2.3	2.7	29/ 393	325/ 5.8	6.0	6.7	35				WDNC
10. WTRG-F (AC)	22/ 2.5	5.2	3.9	3.7	3.3	3.8	75/1240	557/10.0	13.8	11.6	104				WTRG-F
11. WZZU-F (CHR)	21/ 2.4	3.2	2.8	4.1	5.2	3.1	72/1525	627/11.2	12.5	16.1	46				WZZU-F
12. WDUR (B)	19/ 2.1	3.6	3.6	3.7	2.6	3.1	19/ 170	170/ 3.0	5.6	4.4	114				WDUR
WLLE (B)	19/ 2.1	2.7	2.8	2.5	3.3	2.5	19/ 402	375/ 6.7	4.9	6.1	81				WLLE
14.															
15.															

12+ FM SHARE (METRO): 74.17% (557 of 751) (SUM 87: 74.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDCG-F>>	1. WRDU-F	1. WRDU-F>	1. WRAL-F	1. WRAL-F	1. WPTF >>	1. WPTF	1. WDCG-F<	1. WRDU-F	1. WRDU-F	1. WQOK-F<
2. WZZU-F>	2. WDCG-F	2. WDCG-F	2. WRDU-F	2. WRDU-F	2. WRAL-F	2. WRDU-F	2. WRDU-F	2. WDCG-F	2. WFXC-F<	2. WDCG-F
3. WFXC-F	3. WQOK-F	3. WRAL-F	3. WDCG-F	3. WDCG-F	3. WQDR-F	3. WRAL-F	3. WQOK-F	3. WPTF	3. WDCG-F	3. WPTF
4. WQOK-F>	4. WFXC-F	4. WQOK-F	4. WYLT-F	4. WYLT-F	4. WYLT-F	4. WDCT-F	4. WPTF	4. WRAL-F<	4. WQOK-F	4. WRDU-F
5. WRAL-F	5. WRAL-F	5. WFXC-F	5. WQOK-F	5. WQOK-F	5. WDNC	5. WQDR-F	5. WRAL-F	5. WQOK-F	5. WPTF	5. WFXC-F
WRDU-F			6. WQDR-F	6. WQDR-F		6. WQOK-F	6. WYLT-F	6. WYLT-F		
				7. WPTF			7. WQDR-F	7. WQDR-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRDU-F>>	1. WRDU-F	1. WRAL-F	1. WDCG-F	1. WRAL-F	1. WRDU-F>>	1. WRDU-F>>	1. WRDU-F>	1. WRDU-F>	1. WRDU-F>
2. WDCG-F	2. WDCG-F	2. WDCG-F	WRDU-F	2. WDCG-F	2. WFXC-F>	2. WDCG-F	2. WDCG-F	2. WDCG-F	WRAL-F
3. WQOK-F>	3. WQOK-F>	3. WQOK-F>	3. WRAL-F	3. WYLT-F>	3. WDCG-F	3. WQOK-F	3. WQOK-F>	3. WQOK-F	WDCG-F
4. WFXC-F>	4. WRAL-F	4. WFXC-F	4. WQOK-F	4. WQOK-F	4. WQOK-F>	4. WFXC-F	4. WYLT-F	4. WFXC-F	4. WPTF
5. WTRG-F	5. WFXC-F	WQDR-F	5. WYLT-F	5. WQDR-F	5. WQDR-F	5.	5. WQDR-F	5. WRAL-F	5. WQOK-F
WYCT-F		WRDU-F						6. WQDR-F	WQDR-F
		WYLT-F							7. WYLT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZZ-F	103.9	Fuquay-Varina	.9/2.7
WCLY	1550	Raleigh	1.0/2.1
WKIX	850	Raleigh	1.5/4.9
WPJL	1240	Raleigh	.8/1.3
WSRC	1410	Durham	1.4/2.8
WTIK	1310	Durham	.7/1.6
WYRN	1480	Louisburg	.7/1.1
WKBR-F	92.3	Asheboro	.9/3.4
WMAG-F	99.5	High Point	.5/2.0
WPCM-F	101.1	Burlington	2.4/4.9

RADIO STATIONS

WCLY, 1550, 1 KW , BLACK
WDNC, 620, 5 KW/1 KW (DA-2) , NOSTALGIA
WDUR, 1490, 1 KW , BLACK
WKIX, 850, 10 KW/5 KW (DA-N) , OLDIES
WLLE, 570, 500 W (DAYS) , BLACK
WPTF, 680, 50 KW (DA-N) , TALK/MOR
WTIK, 1310, 5 KW/1 KW (DA-1) , COUNTRY

WDCG-F, 95.1, 99 KW @ 1141, CHR
WFXC-F, 107.1, 3 KW @ 300, BLACK
WQDR-F, 94.7, 100 KW @ 1025, COUNTRY
WRAL-F, 101.5, 100 KW @ 1900, AC
WRDU-F, 106.1, 100 KW @ 1350, AOR
WYLT-F, 96.1, 98 KW @ 930, SOFT AC
WZZU-F, 93.9, 100 KW @ 1811, CHR
WTRG-F, 100.7, 100 KW @ 1968, AC
WQOK-F, 97.5, 100 KW @ 1020, BLACK

NBN,	$ 16.00	(K & P)		
CBS,	$ 27.00	(Republic)		
NBN,ABC-R,	$ 24.00	(Eastman)	Pinnacle	
MG 2,	$ 22.00	(Mc-Guild)	Metroplex	
SBN,	$ 20.00	(K & P)		
NBC,ABC-I,	$ 73.00	(Mc-Guild)	Durham life	
MBS,	$ 17.00	(---)		
ABC-F,	$ 65.00	(Republic)		
,	$ 46.00	(Eastman)	Pinnacle	
ABC-E,	$ 64.00	(Mc-Guild)	Durham Life	
,	$105.00	(Katz)	Capitol-Goodmon	
Source,	$ 81.00	(MMR)	Voyager	
,	$ 55.00	(Mc-Guild)	Metroplex	
,	$ 50.00	(Torbet)	Village	
,	$ 57.00	(Banner)	Capitol-Johnson	
ABC-C,	$ 40.00	(HNWH)	Joyner	(S. BOSTON, VA)

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RICHMOND

Arbitron Rank/Pop (12+): 54/690,300

MSA Rank/Pop: 63/824,000
ADI # 62
Average Person Ratings: 15.1
Market TSL: 20.0 hours

Stations: 20/19
Diaries: 1104/525:1/57.2%
Sample Target: 1020
% Below Line: 0.5
% Not Listed: 10.1

1987 Revenue: $24,200,000
HH Inc.: $35,205
Retail $: 5.7 Bil
Pop per Station: 36,332
#1 Biller: WRVA $5,300,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRVQ-F (CHR)	143/14.2	14.5	13.2	12.1	13.3	13.5	184/2584	2034/29.5	29.3	29.8	102				WRVQ-F
2. WRXL-F (AOR)	145/13.9	10.8	13.2	13.2	12.2	12.8	160/1868	1558/22.6	20.6	22.5	117				WRXL-F
3. WRVA (MOR)	122/11.7	12.7	14.6	13.3	12.4	13.1	129/1769	1615/23.4	25.5	25.0	61				WRVA
4. WCDX-F (B)	96/ 9.2	9.5	6.3	3.8	2.5	7.2	100/1036	985/14.3	14.8	10.0	107				WCDX-F
5. WMXB-F (AC)	91/ 8.7	8.6	7.9	6.8	9.0	8.0	109/1692	1466/21.2	19.1	20.9	146				WMXB-F
6. WPLZ-F (B)	80/ 7.7	8.6	9.5	12.2	14.5	9.5	88/1389	1243/18.0	17.0	20.4	100				WPLZ-F
7. WTVR-F (EZ)	54/ 5.2	7.0	5.5	6.4	5.5	6.0	70/1190	876/12.7	15.2	11.9	94				WTVR-F
8. WQSF-F (EZ)	44/ 4.2	3.9	6.3	5.2	4.4	4.9	63/ 739	588/ 8.5	9.4	11.3	105				WQSF-F
9. WKHK-F (C)	34/ 3.3	2.7	2.9	4.3	1.4	3.3	39/ 555	475/ 6.9	7.8	4.4	106				WKHK-F
10. WLEE (BB)	30/ 2.9	2.1	2.8	2.2	2.1	2.5	30/ 372	346/ 5.0	4.3	5.5	14				WLEE
11. WKIE (B)	19/ 1.8	1.5	1.3	2.7	3.9	1.8	37/ 398	332/ 4.8	4.7	6.3	0				WKIE
12. WRNL (O)	14/ 1.3	1.8	2.1	1.2	2.6	1.6	15/ 327	298/ 4.3	6.0	6.3	133				WRNL
13. WANT (B)	13/ 1.2	1.2	.7	2.1	1.4	1.3	13/ 374	362/ 5.2	4.8	5.4	100				WANT
14.															
15.															

12+ FM SHARE (METRO): 75.88% (711 of 937) (SUM 87: 68.91%)

TEENS	18-34	18-43	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRVQ-F	1. WRXL-F>>	1. WRXL-F	1. WRXL-F	1. WRXL-F	1. WRVA >>	1. WRVA	1. WRXL-F<	1. WRXL-F	1. WCDX-F	1. WRXL-F<
2. WCDX-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVA
3. WRXL-F	3. WCDX-F	3. WMXB-F	3. WMXB-F	3. WMXB-F	3. WMXB-F<	3. WRXL-F	3. WMXB-F>	3. WMXB-F	WRXL-F	3. WCDX
4. WKIE >	4. WMXB-F	4. WCDX-F	4. WCDX-F	4. WCDX-F	4. WQSF-F	4. WCDX-F	4. WRVA	4. WCDX-F	4. WRVA	4. WPLZ-F
5. WPLZ-F	5. WPLZ-F	5. WPLZ-F>	5. WPLZ-F	5. WRVA	WTVR-F	5. WMXB-F	5. WCDX-F	5. WRVA	5. WPLZ-F>	5. WRVQ-F
		6. WRVA	6. WRVA >	6. WPLZ-F	6. WLEE	6. WPLZ-F		6. WPLZ-F	6. WMXB-F>	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WRVQ-F>	1. WRVQ-F	1. WRXL-F	1. WRVQ-F	1. WRVQ-F
2. WCDX-F	WRXL-F	2. WMXB-F	2. WMXB-F	2. WMXB-F
3. WRXL-F	3. WCDX-F<	WRVQ-F	3. WRXL-F<	3. WRXL-F
4. WMXB-F	4. WMXB-F	4. WCDX-F>	4. WCDX-F>	4. WCDX-F
5. WPLZ-F>>	5. WPLZ-F	5. WPLZ-F	5. WPLZ-F	5. WRVA
6. WTVR-F			6. WRVA	6. WPLZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRXL-F>>	1. WRXL-F>>	1. WRXL-F>>	1. WRXL-F>>	1. WRXL-F
2. WRVQ-F	2. WRVQ-F	2. WMXB-F<	2. WRVQ-F	2. WRVQ-F
3. WPLZ-F	3. WCDX-F	3. WCDX-F<	3. WPLZ-F	3. WMXB-F
4. WCDX-F	WPLZ-F	4. WRVQ-F	4. WCDX-F	4. WPLZ-F
5.	5. WMXB-F	5. WPLZ-F	5. WMXB-F>	5. WCDX-F
			6. WRVA	6. WTVR-F
				WRVA

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDYL-F	92.1	Chester	.5/2.8
WFTH	1590	Richmond	1.1/2.1
WPLZ	1240	Petersburg	.6/2.7
WPVA	1290	Col. Heights	.6/1.6
WVMX-F	106.5	Richmond	.9/3.1
WXGI	950	Richmond	.5/1.1
WOWI-F	102.9	Norfolk	.5/1.5

RADIO STATIONS

WANT, 990, 1 KW/	, BLACK	NBN,$ 15.00	(---)		
WFTH, 1590, 5 KW (DAYS)	, GOSPEL	,$ 15.00	(---)	Willis	
WKIE, 1540, 10 KW (DAYS,DA)	, BLACK	,$ 18.00	(Roslin)		
WLEE, 1480, 5 KW (DA-2)	, NOSTALGIA	CBS,$ 29.00	(HNWH)	Gilcom	
WRNL, 910, 5 KW (DA-N)	, OLDIES	UPI,$ NA	(Katz)	Capitol-Goodmon	
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC,$109.00	(Eastman)	Edens	
WTVR, 1380, 5 KW (DA-2)	, COUNTRY	ABC-E,$ NA	(Christal)	Park	
WCDX-F, 92.7, 3 KW @ 300,	BLACK	,$ 37.00	(Torbet)	Sinclair	
WEZS-F, 103.7, 20 KW @ 750,	AC	,$ 86.00	(MMR)	Ragan Henry	
WKHK-F, 95.3, 1.6 KW @ 400,	COUNTRY	,$ 35.00	(HNWH)	Brill	(COLONIAL HEIGHTS)
WRVQ-F, 94.5, 200 KW @ 355,	CHR	ABC-C,$ 97.00	(Eastman)	Edens	
WRXL-F, 102.1, 140 KW @ 320,	AOR	,$ 85.00	(Katz)	Capitol-Goodmon	
WTVR-F, 98.1, 50 KW @ 840,	EZ	ABC-E,$ 53.00	(Christal)	Park	
WQSF-F, 96.5, 50 KW @ 500,	BTFL/EZ	,$ 45.00	(HNWH)		(WILLIAMSBURG)
WRFK-F, 106.5, 50 KW @ 240,	AC	,$ NA	(---)	Sold to Daytona	
WDYL-F, 92.1, 3 KW @ 300,	RELIGION	UPI,$ 15.00	(---)		(CHESTER)
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	US 1,$ 70.00	(Mc-Guild)		(PETERSBURG)

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RIVERSIDE - SAN BERNARDINO

Aqbitron Rank/Pop (12+): 19/978,900

MSA Rank/Pop: 19/2,060,000
Los Angeles ADI
Average Person Ratings: 16.5
Market TSL: 22.0 Hours

Stations: 46/16
Diaries: 1356/722:1/50.2%
Sample Target: 1280
% Below Line: 55.4
% Not Listed: 11.1

1987 Revenue: $14,000,000
HH Inc.: $33,611
Retail $: 12.2 Bil
Pop per Station: 61,181
#1 Biller: KGGI-F $3,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGGI-F (CHR)	144/8.9	6.3	7.4	7.0	8.5	7.4	156/2301	1988/20.3	17.6	19.2	81				KGGI-F
2. KRTH-F (O)	106/6.5	5.4	4.8	5.0	7.4	5.4	123/1968	1506/15.4	13.1	14.8	158				KRTH-F
3. KDUO-F (EZ)	90/5.6	8.1	8.1	7.3	8.3	7.3	149/1603	973/ 9.9	15.1	12.2	45				KDUO-F
KLOS-F (AOR)	90/5.6	5.1	5.9	4.2	3.6	5.2	167/1779	1026/10.5	11.1	8.9	127				KLOS-F
5. KCKC (C)	82/5.1	4.3	2.6	2.8	2.5	3.7	83/ 544	522/ 5.3	6.2	5.6	80				KCKC
6. KIIS-F (CHR)	78/4.8	6.0	6.0	6.2	6.4	5.8	146/2524	1460/14.9	15.9	15.9	100				KIIS-F
7. KCAL-F (AOR)	58/3.6	4.5	4.1	5.7	2.9	4.5	83/1275	868/ 8.9	9.8	7.4	72				KCAL-F
KOST-F (AC)	58/3.6	4.1	4.1	3.6	3.1	3.9	86/1416	871/ 8.9	10.1	9.0	131				KOST-F
9. KFI (T)	52/3.2	3.2	2.8	3.7	3.2	3.2	76/1331	887/ 9.1	8.2	9.5	116				KFI
10. KNX (N)	45/2.8	3.2	3.2	2.6	3.3	3.0	64/1493	896/ 9.2	9.4	8.8	46				KNX
11. KABC (T)	41/2.5	2.3	2.0	2.3	1.6	2.3	59/ 887	600/ 6.1	5.3	5.4	68				KABC
12. KFXM (BB)	38/2.3	2.4	2.2	1.3	2.5	2.1	42/ 585	513/ 5.2	5.0	4.7	74				KFXM
13. KWDJ-F (C)	35/2.2	1.7	2.1	1.0	.9	1.9	35/ 404	390/ 4.0	4.0	2.5	127				KWDJ-F
14. KMPC (BB)	34/2.1	.4	.7	1.1	1.6	1.1	52/ 626	431/ 4.4	2.0	4.4	67				KMPC
KPWR-F (U/CHR)	34/2.1	2.0	2.7	2.3	2.1	2.3	50/1067	793/ 8.1	7.0	5.6	67				KPWR-F

12+ FM SHARE (MET'0): 69.56% (1001 of 1439) (SUM 87: 75.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KGGI-F>>	1. KLOS-F	1. KRTH-F	1. KRTH-F	1. KRTH-F	1. KDUO-F	1. KGGI-F	1. KGGI-F	1. KGGI-F	1. KGGI-F>	1. KGGI-F
2. KIIS-F+>>	2. KGGI-F	2. KGGI-F	2. KGGI-F<	2. KGGI-F<	2. KCKC	2. KLOS-F<	2. KRTH-F	2. KRTH-F	2. KDUO-F	2. KNX
3. KPWR-F	3. KIIS-F+<	3. KLOS-F	3. KLOS-F	3. KLOS-F	3. KRTH-F	3. KRTH-F<	3. KLOS-F	3. KLOS-F	3. KIIS-F+	3. KBON-F<
4.	4. KRTH-F	4. KIIS-F+	4. KIIS-F+	4. KIIS-F+	4. KFI	4. KCKC	4. KDUO-F	4. KDUO-F	4. KLOS-F	4. KDUO-F<
5.	5. KCAL-F	5. KCAL-F	5. KCAL-F	5. KOST-F	5. KGGI-F	5. KDUO-F<	5. KCKC	5. KCKC	5. KRTH-F	5. KRTH-F<
					KNX	6. KIIS-F+	6. KIIS-F+	6. KIIS-F+	6. KOST-F	6. KCKC <
						7. KNX <	7. KOST-F	7. KCAL-F<	7. KCKC	7. KLOS-F
						8. KFI	8. KFI	8. KOST-F	8. KABC	
						9. KOST-F	9. KCAL-F	9. KFI	9. KCAL-F	
						10. KABC	10. KFXM		KMEN	
									KNX	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KGGI-F>	1. KGGI-F	1. KGGI-F	1. KGGI-F	1. KGGI-F
2. KOST-F	2. KIIS-F+	2. KRTH-F	2. KRTH-F	2. KRTH-F
3. KIIS-F+	3. KRTH-F	3. KIIS-F+	3. KIIS-F+	3. KIIS-F+
4. KCAL-F	4. KOST-F	4. KLOS-F	KOST-F	KOST-F
5. KOLA-F	5. KLOS-F	5. KOST-F	5. KCAL-F	5. KCKC
6. KRTH-F	6. KCAL-F	6. KBIG		
KZLA-F	7. KOLA-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLOS-F>	1. KLOS-F	1. KLOS-F>	1. KLOS-F	1. KRTH-F
2. KGGI-F	2. KGGI-F	2. KCAL-F	2. KRTH-F	2. KLOS-F
3. KROQ-F	3. KCAL-F	KRTH-F	3. KGGI-F	3. KGGI-F
4. KCAL-F	4. KIIS-F+	4. KGGI-F	4. KCAL-F	4. KCAL-F
KIIS-F+	KRTH-F	KIIS-F+	5. KIIS-F+	5. KFI
KPWR-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBON-F	103.9	Lake Arrowhead	.8/3.5
KCAL	1410	Redlands	1.9/3.4
KDIF	1440	Riverside	1.2/2.2
KHSJ	1320	Hemet	1.0/2.2
KHYE-F	105.7	Hemet	1.3/2.2
KLFE	1240	San Bernardino	.3/1.1
KMEN	1290	San Bernardino	1.4/3.5
KNTF-F	93.5	Ontario	1.5/4.0
KOLA-F	99.9	San Bernardino	1.6/9.4
KQLH-F	95.1	San Bernardino	1.0/2.9
KBIG-F	104.3	Los Angeles	2.0/5.9
KBRT	740	Avalon	.4/1.6
KFAC-F	92.3	Los Angeles	.4/1.9
KFWB	980	Los Angeles	.3/3.1
KIQQ-F	100.3	Los Angeles	1.4/4.8
KJOI-F	98.7	Los Angeles	.3/2.2
KLAC	570	Los Angeles	1.2/2.7
KLSX-F	97.1	Los Angeles	.8/2.7
KLVE-F	107.5	Los Angeles	.6/1.5
KMPC-F	101.9	Glendale	.3/ .9
KNAC-F	105.5	Long Beach	.4/1.6
KNX-F	93.1	Los Angeles	1.2/4.7
KRLA	1110	Pasadena	.6/2.2
KROQ-F	106.7	Pasadena	1.8/4.7
KKGO-F	105.1	Los Angeles	.5/1.9
KTNQ	1020	Los Angeles	.6/1.7
KTWV-F	94.7	Los Angeles	1.5/4.6
KZLA-F	93.9	Los Angeles	1.7/3.2

RADIO STATIONS

KCAL, 1410, 5 KW/1 KW (DA-N)	, HISPANIC		,$ 19.00	(Lotus)	
KCKC, 1350, 5 KW/500 W (DA-2)	, COUNTRY	ABC-I,	$ 34.00	(HNWH)	
KDIF, 1440, 1 KW (DA-1)	, HISPANIC		,$ 18.00	(Katz Hisp.)	
KFXM, 590, 1 KW (DA-2)	, NOSTALGIA	ABC-E, ABC-D,	$ 25.00	(Katz)	Henry
KMEN, 1290, 5 KW (DA-2)	, OLDIES/AC		,$ 18.00	(Mc-Guild)	American
KCAL-F, 96.7, 3 KW @ 300, AOR		CBS-R,	$ 42.00	(Torbet)	
KDUO-F, 97.5, 72 KW @ 1530, BTFL/EZ		ABC-D,	$ 61.00	(Katz)	Henry
KGGI-F, 99.1, 3 KW @ 1530, CHR			,$ 83.00	(Mc-Guild)	American
KNTF-F, 93.5, 3 KW @ -165, COUNTRY			,$ 37.00	(---)	
KOLA-F, 99.9, 31 KW @ 1630, CHR		ABC-R,	$ 41.00	(Banner)	
KQLH-F, 95.1, 50 KW @ ?? , SOFT AC		MBS,	$ 40.00	(Torbet)	
KWDJ-F, 92.7, 3 KW @ 300, COUNTRY		MBS,	$ 30.00	(Gillis)	

Other ranked stations - See Los Angeles

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ROCHESTER

Arbitron Rank/Pop (12+): 43/830,200

MSA Rank/Pop: 47/995,000
ADI # 72
Average Person Ratings: 15.6
Market TSL: 21.0 hours

Stations: 18/15
Diaries: 1229/676:1/49.3%
Sample Target: 1130
% Below Line: 2.1
% Not Listed: 12.5

1987 Revenue: $23,000,000
HH Inc.: $38,832
Retail $: 6.3 Bil
Pop per Station: 55,347
#1 Biller: WVOR-F $5,200,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F	(AOR)	214/16.5	16.0	15.2	13.7	14.0	15.4	251/2419	2100/25.3	27.1	25.5	83				WCMF-F
2. WPXY A/F	(CHR)	133/14.5	13.4	14.9	14.4	15.8	14.3	210/2883	2504/30.2	30.3	31.8	76				WPXY A/F
3. WHAM	(MOR)	115/ 8.9	10.7	8.7	8.2	8.7	9.1	129/1884	1536/19.7	21.4	19.3	84				WHAM
4. WVOR-F	(AC)	106/ 8.2	9.6	9.4	11.1	9.1	9.6	111/1918	1769/21.3	24.0	24.6	146				WVOR-F
5. WBEE-F	(C)	102/ 7.9	11.3	7.7	8.4	8.8	8.8	124/1261	1061/12.8	16.4	13.7	122				WBEE-F
6. WKLX-F	(O)	91/ 7.0	4.0	4.5	5.8	4.8	5.3	101/1646	1436/17.3	13.9	15.6	154				WKLX-F
7. WRMM-F	(AC)	89/ 6.9	6.1	6.4	6.0	6.8	6.4	96/1665	1495/18.0	16.0	18.6	116				WRMM-F
8. WZSH-F	(EZ)	81/ 6.2	6.4	6.9	8.0	5.8	6.9	103/1256	1037/12.5	13.6	11.4	61				WZSH-F
9. WDKX-F	(B)	60/ 4.6	3.9	5.9	3.9	5.3	4.6	60/ 806	801/ 9.6	7.5	9.9	96				WDKX-F
10. WEZO	(AC)	29/ 2.2	2.9	3.2	2.7	2.9	2.8	29/ 510	495/ 6.0	7.3	6.6	55				WEZO
11. WBBF	(C)	13/ 1.0	.9	1.2	1.1	1.8	1.1	13/ 376	376/ 4.5	5.0	5.0	120				WBBF
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 83.91% (954 of 1137) (SUM 87: 82.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPXY-F+>>	1. WCMF-F>>	1. WCMF-F>	1. WCMF-F	1. WCMF-F	1. WHAM >	1. WCMF-F	1. WCMF-F	1. WCMF-F	1. WPXY-F+	1. WHAM
2. WCMF-F>	2. WPXY-F+>>	2. WPXY-F+	2. WVOR-F	2. WZSH-F	2. WPXY-F+	2. WPXY-F+>>	2. WPXY-F+>>	2. WPXY-F+>>	2. WCMF-F	2. WCMF-F
3. WDKX-F	3. WVOR-F	3. WVOR-F	3. WKLX-F>	3. WPXY-F+	3. WBEE-F	3. WHAM	3. WVOR-F	3. WVOR-F<	3. WHAM >>	3. WPXY-F
4.	4. WKLX-F	4. WKLX-F>	WPXY-F+	4. WKLX-F	4. WVOR-F	4. WVOR-F	4. WKLX-F<	4. WBEE-F	4. WBEE-F<	4. WBEE-F
5.	5. WRMM-F	5. WRMM-F	5. WBEE-F	5. WBEE-F	5. WRMM-F	5. WBEE-F	5. WRMM-F	5. WRMM-F	5. WKLX-F	5. WRMM-F<
	6. WBEE-F	6. WBEE-F	6. WRMM-F	6. WRMM-F	6. WKLX-F	6. WRMM-F	6. WBEE-F<	6. WHAM	6. WRMM-F	6. WVOR-F
			7. WHAM	7. WHAM			7. WHAM	7. WZSH-F	7. WVOR-F	7. WDKX-F
							9. WZSH-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPXY-F+<	1. WPXY-F+	1. WVOR-F	1. WPXY-F+	1. WVOR-F
2. WCMF-F	2. WCMF-F	2. WKLX-F	2. WCMF-F	2. WKLX-F
3. WRMM-F	3. WKLX-F	WPXY-F+	3. WKLX-F<	3. WPXY-F+
4. WKLX-F	WVOR-F	4. WBEE-F	4. WVOR-F	4. WBEE-F
5. WVOR-F	5. WRMM-F	5. WCMF-F>	5. WRMM-F	WRMM-F
		6. WRMM-F		
		7. WDKX-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WCMF-F>>	1. WCMF-F>>	1. WCMF-F>>	1. WCMF-F>>	1. WCMF-F>
2. WPXY-F+>>	2. WPXY-F+>>	2. WPXY-F+>>	2. WPXY-F+	2. WVOR-F
3. WVOR-F	3. WVOR-F>	3. WVOR-F	3. WVOR-F	3. WPXY-F+
4. WDKX-F	4. WBEE-F	4. WBEE-F>	4. WKLX-F>	4. WKLX-F
5. WKLX-F	5.	5. WKLX-F	5. WBEE-F	5. WBEE-F
WRMM-F		WRMM-F	6. WHAM	6. WHAM

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGVA	1240	Geneva	.5/ .9
WWWG	1460	Rochester	.5/3.0
WYSL	1030	Avon	.8/2.6
CFMX-F	103.1	Cobourg	.8/1.7
WBYR-F	107.7	Weathersfield	.6/1.7
WPCX-F	106.9	Auburn	.4/1.5

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, COUNTRY	US 2,$ 25.00	(Katz)	Heritage
WHAM, 1180, 50 KW	, MOR	CBS,NBC-T,$ 59.00	(Mc-Guild)	Lincoln
WNYR, 990, 5 KW/2.5 KW (DA-2)	, NOSTALGIA	ABC-I,$ 23.00	(HNWH)	Atlantic Ventures
WWWG, 1460, 5 KW (DA-N)	, RELIGION	,$ 12.00	(---)	Brandon
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	US 2,$ 52.00	(Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 457,	AOR	,$ 95.00	(Torbet)	Stoner
WDKX-F, 103.9, 1 KW @ 530,	BLACK	NBN,$ 35.00	(Roslin)	
WKLX-F, 98.9, 37 KW @ 560,	OLDIES	,$ 47.00	(Durpetti)	
WPXY-F, 97.9, 50 KW @ 456,	CHR	,$ 75.00	(MMR)	
WRMM-F, 101.3, 27 KW @ 637,	SOFT AC	ABC-F,$ 61.00	(HNWH)	Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 490,	AC	,$104.00	(Mc-Guild)	
WZSH-F, 95.1, 11 KW @ 993,	BTFL/EZ	,$ 39.00	(Torbet)	(BRISTOL CENTER)

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SACRAMENTO

Arbitron Rank/Pop (12+): 31/1,113,800

MSA Rank/Pop: 35/1,330,000
ADI # 20
Average Person Ratings: 16.1
Market TSL: 21.5 hours

Stations: 30/22
Diaries: 1266/880:1/51.3%
Sample Target: 1240
% Below Line: 7.4
% Not Listed: 10.6

1987 Revenue: $42,900,000
HH Inc.: $35,054
Retail $: 9.4 Bil
Pop per Station: 50,627
#1 Biller: KRAK A/F $8,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KARK-F (C)	161/9.0	5.5	7.5	8.0	6.9	7.5	196/2358	1857/16.7	14.2	14.1	114				KRAK-F
2. KFBK (N/T)	157/8.8	7.8	8.9	8.3	9.5	8.5	235/2747	1931/17.3	17.6	18.5	75				KFBK
3. KCTC-F (EZ)	135/7.5	8.7	11.4	10.1	7.9	9.4	200/2028	1565/14.1	16.0	14.3	79				KCTC-F
4. KXOA-F (AC)	121/6.8	6.9	8.1	8.0	8.2	7.5	160/2008	1687/15.1	15.8	17.6	157				KXOA-F
5. KZAP-F (AOR)	111/6.2	7.3	7.0	7.2	8.8	6.9	151/2248	1549/13.9	15.7	17.3	116				KZAP-F
6. KRXQ-F (AOR)	104/5.8	5.8	6.7	4.1	4.0	5.6	104/1345	1319/11.8	11.9	9.2	64				KRXQ-F
7. KSFM-F (CHR)	101/5.6	6.2	5.1	6.4	7.2	5.8	180/3016	2229/20.0	18.4	21.4	79				KSFM-F
8. KROY-F (CHR)	94/5.3	5.4	4.0	4.7	4.6	4.9	120/2071	1689/15.2	15.1	13.4	70				KROY-F
9. KQPT-F (J)	77/4.3	2.7	---	1.1	.4	2.0	84/1094	989/ 8.9	5.7	1.7	163				KQPT-F
10. KHYL-F (O)	75/4.2	4.1	2.7	2.2	3.1	3.3	80/1413	1209/10.9	10.6	11.7	148				KHYL-F
11. KRAK (C)	63/3.5	3.4	3.4	3.1	2.9	3.4	135/1822	882/ 7.9	7.7	7.2	129				KRAK
KWOD-F (CHR)	63/3.5	4.6	6.5	6.2	6.1	5.2	83/2040	1623/14.6	15.5	15.4	43				KWOD-F
13. KAER-F (AC)	53/3.0	3.1	3.7	3.0	3.9	3.2	58/1155	965/ 8.7	9.6	9.9	143				KAER-F
14. KXOA (BB)	44/2.5	2.8	1.9	2.1	2.8	2.3	50/ 654	627/ 5.6	5.9	5.2	36				KXOA
15. KNBR (MOR)	37/2.1	1.6	.7	1.3	2.8	1.4	83/1975	685/ 6.2	4.7	6.9	114				KNBR

12+ FM SHARE (METRO): 69.75% (1116 of 1600) (SUM 87: 72.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KROY-F	1. KZAP-F	1. KZAP-F<	1. KXOA-F	1. KXOA-F<	1. KFBK	1. KFBK >	1. KRAK-F	1. KRAK-F	1. KRAK-F	1. KFBK <
2. KWOD-F	2. KRXQ-F	2. KXOA-F	2. KRAK-F	2. KRAK-F	2. KCTC-F	2. KRAK-F	2. KFBK	2. KCTC-F	2. KCTC-F	2. KCTC-F
3. KSFM-F	3. KXOA-F	3. KRAK-F	3. KZAP-F	3. KZAP-F	3. KRAK-F>	3. KCTC-F	3. KCTC-F	3. KXOA-F	3. KRXQ-F	3. KRAK-F
KRXQ-F>	4. KSFM-F	4. KRXQ-F	4. KQPT-F	4. KQPT-F	4. KXOA-F	4. KXOA-F	4. KXOA-F	4. KZAP-F	4. KSFM-F	4. KRXQ-F
5.	5. KRAK-F<	5. KSFM-F	5. KHYL-F	5. KFBK	5. KRAK	5. KSFM-F	5. KZAP-F	5. KFBK	5. KROY-F	5. KRAK
	6. KQPT-F	6. KQPT-F	6. KFBK	6. KHYL-F		6. KZAP-F<	6. KHYL-F<	6. KRXQ-F	KXOA-F	
	7. KROY-F	7. KHYL-F	7. KCTC-F	7. KCTC-F		7. KROY-F	7. KRXQ-F<	7. KROY-F	7. KNBR	
			KSFM-F			8. KRAK	8. KSFM-F<	8. KSFM-F	8. KZAP-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRXQ-F<	1. KXOA-F	1. KXOA-F	1. KXOA-F	1. KXOA-F	1. KRXQ-F>>	1. KZAP-F	1. KZAP-F	1. KZAP-F>	1. KZAP-F
2. KSFM-F	2. KRAK-F<	2. KHYL-F	2. KRAK-F	2. KRAK-F	KZAP-F	2. KRXQ-F>	2. KQPT-F	2. KRXQ-F	2. KRAK-F
KWOD-F	3. KSFM-F	3. KRAK-F	3. KSFM-F	3. KCTC-F	3. KSFM-F	3. KQPT-F	3. KRXQ-F	3. KQPT-F	3. KFBK-F
4. KROY-F	4. KHYL-F	4. KQPT-F	4. KHYL-F	4. KHYL-F	4. KROY-F	4. KSFM-F	KXOA-F	KRAK-F	4. KQPT-F
5. KRAK-F	5. KROY-F	5. KAER-F	5. KQPT-F	5. KQPT-F	5. KWOD-F	5. KRAK-F	5. KRAK-F	5. KFBK	5. KXOA-F
6. KAER-F	6. KRXQ-F	6. KROY-F	6. KROY-F	6. KSFM-F	6. KHYL-F	KXOA-F		6. KHYL-F<	6. KHYL-F
	7. KAER-F	KSFM-F	7. KAER-F	7. KFBK-F		7. KROY-F		7. KSFM-F	7. KRXQ-F
	8. KQPT-F		KCTC-F	8. KAER-F		8. KHYL-F		8. KXOA-F	8. KCTC-F
									KRAK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFIA	710	Carmichael	.9/2.8	KCBS	740	San Francisco	.6/2.3
KGNR	1320	Sacramento	1.5/5.4	KFRC	610	San Francisco	.7/2.0
KJAY	1430	Sacramento	.3/ .7	KFYE-F	93.7	Fresno	.4/1.2
KKSA	1030	Folsom	.5/1.7	KGO	810	San Francisco	1.8/3.9
KRCX	1110	Roseville	1.2/ .8	KMEL-F	106.1	San Francisco	.3/2.0
KSAC	1240	Sacramento	.9/2.2	KRQR-F	97.3	San Francisco	.4/1.4
KSMJ	1380	Sacramento	1.1/2.8	KSFO	560	San Francisco	.3/1.4
KYLO-F	105.5	Davis	.3/2.3				

RADIO STATIONS

KFBK, 1530, 50 KW (DA-2)	, NEWS	APR,NBC,$ 98.00	(Group W)	Westinghouse
KFIA, 710, 10 KW/250 W (DA-2)	, RELIGION	CNN,$ 24.00	(---)	
KGNR, 1320, 5 KW (DA-2)	, OLDIES	CBS,$ 34.00	(Christal)	Tribune Co.
KRAK, 1140, 50 KW (DA-2)	, COUNTRY	,$ 75.00	(Durpetti)	EZ
KRCX, 1110, 5 KW/500 W	, HISPANIC	,$ 40.00	(Lotus)	Fuller-Jeffrey
KSAC, 1240, 1 KW	, CLASSICAL	,$ 36.00	(CMBS)	
KSMJ, 1380, 5 KW (DA-2)	, OLDIES	SMN,$ 34.00	(MMR)	Genesis
KXOA, 1470, 5 KW/1 KW (DA-2)	, NOSTALGIA	APR,$ 37.00	(Banner)	Brown
KAER-F, 92.5, 50 KW @ 449, SOFT AC		,$ 49.00	(Group W)	Westinghouse
KCTC-F, 96.1, 50 KW @ 476, BTFL/EZ		,$ 85.00	(Christal)	Tribune Co.
KQPT-F, 100.5, 115 KW @ 380, JAZZ/NEW AGE		Source,$ 37.00	(Republic)	Duchoissois
KRAK-F, 105.1, 50 KW @ 500, COUNTRY		,$100.00	(Durpetti)	EZ
KROY-F, 96.9, 50 KW @ 500, CHR		US 1,Source,$ 55.00	(HNWH)	
KRXQ-F, 93.7, 25 KW @ 324, AOR		,$ 61.00	(Torbet)	Fuller-Jeffrey
KWOD-F, 106.5, 50 KW @ 310, CHR		ABC-F,CBS-R,$ 57.00	(CBS)	
KXOA-F, 107.9, 50 KW @ 420, AC		,$125.00	(Banner)	Brown
KZAP-F, 98.5, 50 KW @ 495, AOR		,$ 96.00	(Mc-Guild)	Nationwide
KSFM-F, 102.5, 50 KW @ 500, CHR		,$ 94.00	(MMR)	Genesis (WOODLAND)
KHYL-F, 101.1, 36 KW @ 567, OLDIES		,$ 40.00	(Torbet)	Parker (AUBURN)

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ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,028,000

MSA Rank/Pop: 12/2,460,000
ADI # 18

Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 29/29
Diaries: 1848/1097:1/56.6%
Sample Target: 1740
% Below Line: 0
% Not Listed: 4.9

1987 Revenue: $60,000,000
HH Inc.: $35,349
Retail $: 17.2 Bil
Pop per Station: 69,931
#1 Biller: KMOX $18,400,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMOX (T)	814/23.5	25.0	21.3	22.1	25.5	23.0	911/9372	8176/40.3	43.9	45.0	71				KMOX
2. KSHE-F (AOR)	342/ 9.9	9.5	10.0	9.9	10.6	9.8	409/4961	4162/20.5	19.7	21.7	101				KSHE-F
3. KEZK-F (EZ)	243/ 7.0	6.0	6.9	7.1	7.2	6.8	262/3271	2995/14.8	14.4	14.9	94				KEZK-F
4. KMJM-F (B)	195/ 5.6	6.4	7.0	8.2	5.7	6.8	197/2330	2224/11.0	11.2	10.3	102				KMJM-F
5. KSD-F (AOR)	194/ 5.6	5.3	5.3	3.8	3.3	5.0	203/2946	2704/13.3	14.5	10.7	134				KSD-F
5. KHTR-F (CHR)	187/ 5.4	4.8	6.0	4.9	5.9	5.3	224/4102	3386/16.7	18.2	19.7	98				KHTR-F
7. WIL-F (C)	183/ 5.3	6.2	5.4	4.2	4.5	5.3	248/3222	2615/12.9	12.9	10.1	125				WIL-F
8. WKBQ-F (CHR)	129/ 3.7	3.2	3.0	3.0	3.3	3.2	139/2557	2353/11.6	11.6	11.9	54				WKBQ-F
9. WKKX-F (C)	103/ 3.0	2.1	1.8	1.7	2.0	2.2	107/1509	1382/ 6.8	6.5	5.8	140				WKKX-F
10. KYKY-F (AC)	102/ 2.9	4.0	5.0	3.9	4.5	4.0	106/2306	2251/11.1	11.8	13.3	145				KYKY-F
11. KRJY-F (AC)	88/ 2.5	3.7	2.0	3.2	1.8	2.9	92/1529	1440/ 7.1	10.2	6.4	168				KRJY-F
12. WKLL (BB)	80/ 2.3	1.7	2.7	3.3	1.8	2.5	82/1046	993/ 4.9	5.1	5.3	39				WKLL
13. KATZ-F (B)	62/ 1.8	1.0	1.9	1.2	1.8	1.3	62/1074	1074/ 5.3	4.6	5.9	133				KATZ-F
14. KSTZ-F (AC)	60/ 1.7	1.3	.9	---	---	1.0	79/1540	1237/ 6.1	4.7	---	59				KSTZ-F
15. KUSA (C)	58/ 1.7	1.8	1.6	1.8	2.3	1.7	110/2067	1206/ 5.9	4.7	6.9	153				KUSA
16. KATZ (B)	57/ 1.6	1.9	2.2	2.1	1.2	2.0	577 837	837/ 4.1	4.9	4.2	113				KATZ
17. WMRY-F (AOR)	52/ 1.5	2.3	2.0	2.6	1.8	2.1	52/1127	1110/ 5.5	6.4	7.3	120				WMRY-F
18. KGLD (O)	51/ 1.5	1.8	1.0	2.0	1.3	1.6	58/1179	1091/ 5.4	6.7	4.5	173				KGLD
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 62.14% (2052 of 3302) (SUM 87: 59.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KHTR-F	1. KSHE-F>	1. KSHE-F	1. KMOX >	1. KMOX >	1. KMOX >>	1. KMOX >>	1. KMOX >	1. KMOX >	1. KMOX >>	1. KMOX >>
2. WKBQ-F	2. KSD-F>	2. KMOX >	2. KSHE-F	2. KSHE-F>	2. KEZK-F>>	2. KSHE-F	2. KSHE-F	2. KSHE-F	2. KSHE-F	2. KSHE-F>>
3. KSHE-F	3. KMJM-F	3. KSD-F	3. KSD-F	3. KSD-F	3. WIL-F	3. KEZK-F	3. KEZK-F>	3. KEZK-F	3. KMJM-F>	3. KMJM-F>
4. KMJM-F	4. KHTR-F>	4. KMJM-F	4. WIL-F<	4. KEZK-F	4. WKLL	4. KSD-F	4. KSD-F	4. WIL-F	4. KHTR-F	WIL-F
5.	5. KMOX	5. KHTR-F	5. KMJM-F	WIL-F	5. WKXX-F	5. WIL-F	5. WIL-F	5. KSD-F	5. WKBQ-F	5. KEZK-F<
6.	6. WKBQ-F<	6. WIL-F	6. KHTR-F	6. KMJM-F	6.	6. KHTR-F	6. KHTR-F	6. KHTR-F	6. KEZK-F	6. KSD-F
7.	7. WIL-F	7. KYKY-F	7. KEZK-F	7. KHTR-F	7.	7. WKXX-F>	7.	7. KMJM-F	7. KSD-F	7. KATZ-F
8.	8. KYKY-F	8. KEZK-F	8.	8.	8.	8. KMJM-F	8.	8.	8.	WKLL
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMJM-F	1. KMJM-F	1. KSD-F	1. KMOX	1. KMOX	1. KSHE-F>>	1. KSHE-F>>	1. KSHE-F>>	1. KSHE-F>	1. KMOX >
2. WKBQ-F	KSHE-F	KSHE-F	2. KMJM-F	2. KEZK-F	2. KSD-F>>	2. KSD-F>>	2. KSD-F	2. KMOX	2. KSHE-F>
3. KHTR-F	3. KHTR-F	3. KHTR-F	3. KHTR-F	3. WIL-F	3. KMJM-F	3. KMOX >	3. KMOX >	3. KSD-F>>	3. KSD-F
4. KSTZ-F	4. KSD-F	4. KMJM-F	4. KSHE-F	4. KHTR-F	4. KHTR-F	4. KMJM-F	4. KMJM-F	4. KMJM-F	4. WIL-F
5. KSHE-F	5. KYKY-F	5. KYKY-F	5. KYKY-F	KMJM-F	WKBQ-F	5. WIL-F	5. WIL-F	5. WIL-F	5. KMJM-F
KYKY-F	6. WKBQ-F	6. WIL-F	6. KSD-F	6. KSD-F	6. WMRY-F	6. WCBW-F	6. KHTR-F	6. KHTR-F	6. KEZK-F<
7. KMOX	7. KMOX	7. KMOX	7. WIL-F	7. KSHE-F	7. KMOX	7. KHTR-F	7.	7.	7. WKXX-F
WKXX-F	8. KSTZ-F	8.	8.	8.	8.	8.	8.	8.	8. KHTR-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFOU-F	99.1	Clayton	1.1/3.5
KIRL	1460	St. Charles	.3/1.8
KLTH-F	97.1	Florissant	1.0/3.6
KSIV	1320	Clayton	.6/1.2
KSTL	690	St. Louis	.4/1.2
KXOK	630	St. Louis	.6/2.2
WCBW-F	104.9	Columbia	1.2/3.1
WESL	1490	East St. Louis	1.2/2.4
WEW	770	St. Louis	.8/1.7
WGNU	920	Granite City	.4/1.3
WIL	1430	St. Louis	1.1/3.0

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	NBN,$ 42.00	(Roslin)	Interurban	
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	ABC-D,$ 38.00	(Republic)	Chase	
KMOX, 1120, 50 KW	, TALK	CBS,$335.00	(CBS)	CBS	
KSIV, 1320, 5 KW/125 W	, RELIGION	,$ 18.00	(---)	Bott	
KSTL, 690, 1 KW (DAYS)	, RELIGION	,$ 14.00	(---)		
KUSA, 550, 5 KW (DA-N)	, COUNTRY	ABC-I,$ 52.00	(Mc-Guild)	Gannett	
KXEN, 1010, 50 KW (DAYS,DA)	, RELIGION	,$ 12.00	(---)	Mid America Gospel	
KXOK, 630, 5 KW (DA-2)	, TALK	MBS,ABC-T,$ 35.00	(HNWH)		
WESL, 1490, 1 KW/250 W (DA-1)	, BLACK	SLN,$ 24.00	(---)		
WEW , 770, 1 KW (DAYS)	, NOSTALGIA	,$ 24.00	(---)		
WIL , 1430, 5 KW (DA-2)	, COUNTRY	ABC-E,$ NA	(Banner)	Heritage	
WKLL, 590, 1 KW (DA-1)	, NOSTALGIA	NBC,$ 50.00	(MMR)	Adams	

FM STATIONS

KRJY, 96.3, 100 KW @ 650, SOFT AC		ABC-F,$ 53.00	(Banner)		
KATZ, 100.3, 50 KW @ 495, BLACK		NBN,$ 37.00	(Roslin)	Interurban	(ALTON, IL)
KEZK, 102.5, 100 KW @ 500, BTFL/EZ		,$ 90.00	(MMR)	Adams	
KFUO, 99.1, 100 KW @ 557, CLASSICAL		,$ 45.00	(CMBS)		
KHTR, 103.3, 100 KW @ 1212, CHR		CBS-R,$ 73.00	(CBS)	CBS	
KLTH, 97.1, 100 KW @ 560, AC/JAZZ/NEW AGE		SMN,$ 43.00	(HNWH)		
KMJM, 107.7, 100 KW @ 1019, URBAN		,$ 90.00	(Christal)	Noble	
KSD , 93.7, 100 KW @ 850, CLASSIC ROCK		,$ 85.00	(Mc-Guild)	Gannett	
KSHE, 94.7, 100 KW @ 1019, AOR		,$155.00	(Katz)	Emmis	
KYKY, 98.1, 100 KW @ 580, AC		,$118.00	(MMR)	EZ	
WCBW, 104.9, 3 KW @ 235, RELIGION		,$ 20.00	(---)	Universal	
WIL , 92.3, 97 KW @ 900, COUNTRY		ABC-E,$ 68.00	(Banner)	Heritage	
WKBQ, 106.5, 39 KW @ 592, CHR		,$ 62.00	(Republic)	Chase	
WKKX, 104.1, 50 KW @ 500, COUNTRY		,$ 43.00	(Republic)		(JERSEYVILLE, IL)
WMRY, 101.1, 50 KW @ 320, AOR		,$ 51.00	(Torbet)		

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SALINAS - MONTEREY - SANTA CRUZ

Arbitron Rank/Pop (12+): 75/473,800

MSA Rank/Pop: Salinas-Monterey - 136/344,600
ADI # 108 Santa Cruz - NA
Average Person Ratings: 16.3
Market TSL: 22.25 hours

Stations: 37/22
Diaries: 943/502:1/48.4%
Sample Target: 860
% Below Line: 40.5
% Not Listed: 12.9

1987 Revenue: $11,000,000
HH Inc.: $38,420
Retail $: 3.4 Bil
Pop per Station: 21,536
#1 Biller: KWAV-F $1,800,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDON-F (CHR)	71/9.2	8.9	8.8	6.8	6.6	8.4	72/1058	1038/21.9	20.8	20.2	66				KDON-F
2. KWSS-F (CHR)	68/8.8	7.3	6.9	7.8	10.3	7.7	68/ 962	948/20.0	18.7	24.0	78				KWSS-F
3. KGO (T)	58/7.5	7.6	8.3	6.8	6.9	7.5	60/ 767	715/15.1	16.5	15.9	68				KGO
4. KTOM-F (C)	34/4.4	3.4	4.0	4.8	5.8	4.2	34/ 399	399/ 8.4	8.9	9.6	134				KTOM-F
5. KMBY-F (AOR)	32/4.2	4.2	5.8	4.9	4.7	4.8	32/ 468	460/ 9.7	11.4	11.3	121				KMBY-F
6. KBAY-F (EZ)	31/4.0	5.3	3.8	7.0	6.8	5.0	36/ 500	463/ 9.8	10.0	13.6	65				KBAY-F
7. KNBR (MOR)	27/3.5	2.1	1.1	1.9	2.3	2.2	30/ 432	399/ 8.4	7.8	7.5	89				KNBR
KTGE (SP)	27/3.5	2.2	2.9	2.5	1.6	2.8	28/ 237	231/ 4.9	4.3	1.8	154				KTGE
KLFA-F (SP)	27/3.5	2.7	1.9	2.5	3.8	2.7	27/ 181	181/ 3.8	2.7	2.4	82				KLFA-F
10. KCBS (N/T)	26/3.4	4.4	2.5	2.8	2.6	3.3	26/ 457	439/ 9.3	10.6	9.3	82				KCBS
11. KCTY (SP)	24/3.1	5.7	4.2	3.5	1.9	4.1	24/ 290	290/ 6.1	6.6	3.3	100				KCTY
12. KOCN-F (AC)	23/3.0	3.3	3.3	4.9	3.4	3.6	23/ 339	339/ 7.2	9.3	7.3	127				KOCN-F
KWAV-F (AC)	23/3.0	3.9	4.2	4.3	4.1	3.9	23/ 574	559/11.8	13.1	14.2	143				KWAV-F
14. KBOQ-F (CC)	19/2.5	2.2	3.2	3.6	4.1	2.9	19/ 275	275/ 5.8	6.6	8.7	112				KBOQ-F
KPIG-F (?)	19/2.5	1.8	1.5	---	---	1.5	19/ 239	239/ 5.0	4.6	---	172				KPIG-F

12+ FM SHARE (METRO): 65.13% (437 of 671) (SUM 87: 71.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KDON-F	1. KWSS-F	1. KDON-F	1. KWSS-F	1. KWSS-F	1. KGO	1. KGO	1. KDON-F	1. KDON-F	1. KDON-F	1. KGO
2. KWSS-F	2. KDON-F	2. KWSS-F	2. KDON-F	2. KDON-F	2. KBAY-F	2. KWSS-F	2. KWSS-F	2. KWSS-F	2 KGO	2. KLFA-F
3. KLFA-F	3. KMBY-F	3. KMBY-F	3. KTGE	3. KTOM-F	3. KTOM-F	3. KDON-F	3. KGO	3. KTOM-F	3. KLFA-F	3. KDON-F
4.	4. KTGE	4. KTGE	4. KMBY-F	4. KTGE	4. KCBS	4. KBAY-F	4. KTOM-F	4. KGO	KWSS-F	4. KOCN-F
5.	5. KPIG-F	5. KTOM-F	KTOM-F	5. KMBY-F	5. KBOQ-F	5. KTGE	5. KTGE	5. KNBR	5. KNBR	KCBS
	KNBR	6. KLFA-F	6. KWAV-F	KGO	6. KXDC-F	6. KCBS	KBAY-F	6. KMBY-F	6. KMBY-F	KWSS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KDON-F	1. KDON-F	1. KWSS-F	1. KDON-F	1. KWSS-F	1. KDON-F	1. KWSS-F	1. KMBY-F	1. KWSS-F	1. KWSS-F
2. KWSS-F	2. KWSS-F	2. KDON-F	2. KWSS-F	2. KDON-F	KWSS-F	2. KMBY-F	KWSS-F	2. KDON-F	2. KMBY-F
3. KLFA-F	3. KMBY-F	KMBY-F	3. KLFA-F	3. KTGE	3. KMBY-F	3. KDON-F	3. KPIG-F	3. KMBY-F	KPIG-F
4. KCTY-F	4. KLTA-F	4. KTGE	KTGE	KTOM-F	4. KMEL-F	4. KNBR	4. KTGE	4. KNBR	KTOM-F
KOCN-F	KTGE	KWAV-F	5. KTOM-F	5. KBOQ-F	KNBR	5. KPIG-F	5. KDON-F	5. KCTY	5. KDON-F
KMEL-F	KWAV-F	6. KLFA-F	KWAV-F	KWAV-F	6. KCTY	6. KCTY	KTOM-F	KPIG-F	6. KTGE

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDON 1460	Salinas	1.3/2.1	
KHIP-F 93.5	Hollister	1.8/6.2	
KKMC 880	Gonzales	.6/2.3	
KLRS-F 99.1	Santa Cruz	1.3/4.8	
KNZS 1540	Capitola	1.2/3.7	
KOMY 1340	Watsonville	.6/4.1	
KRAY-F 103.9	Salinas	1.0/5.0	
KRKC 1490	King City	.4/1.3	
KSCO 1080	Santa Cruz	.9/2.8	
KTOM 1380	Salinas	1.4/5.3	
KXDC 630	Monterey	.6/2.2	
KXDC-F 101.7	Monterey	1.7/3.1	

KABL-F 98.1	San Francisco	1.0/1.2	
KATD 95.3	Los Gatos	.5/2.4	
KAZA 1290	Gilroy	1.0/2.4	
KFRC 610	San Francisco	.5/1.3	
KIOI-F 101.3	San Francisco	.5/1.3	
KLOK 1170	San Jose	.4/2.0	
KMEL-F 106.1	San Francisco	1.6/4.0	
KOME-F 98.5	San Jose	1.0/2.8	
KSFO 560	San Francisco	.4/1.1	
KSJO 92.3	San Jose	1.0/3.0	

RADIO STATIONS

KCTY, 980, 1 KW/480 W (DA-1)	, HISPANIC	,$ 26.00	(Lotus)		
KDON, 1460, 5 KW (DA-1)	, HISPANIC (F)	SMN,$ 15.00	(Katz)	Henry	
KOMY, 1340, 1 KW	, NOSTALGIA	MBS,$ 12.00	(Radio Time)		(WATSONVILLE)
KSCO, 1080, 10 KW/5 KW (DA-2)	, MOR	,$ 16.00	(Mc-Guild)	Fuller-Jeffrey	
KTGE, 1570,	, HISPANIC	,$ 17.00	(Katz Hisp.)		
KTOM, 1380, 5 KW (DA-2)	, COUNTRY	ABC-E,$ 20.00	(MMR)	Comm. Pacific	
KBOQ-F, 92.7, 1 KW @ 570,	CLASSICAL	,$ 24.00	(Durpetti)		(MARINA)
KDON-F, 102.5, 19 KW @ 2270,	CHR	,$ 17.00	(Katz)	Henry	
KHIP-F, 93.5, 3 KW @ 77,	CLASSIC ROCK	NA	(Eastman)		(HOLLISTER)
KLFA-F, 93.9, 6 KW @ 700,	HISPANIC	,$ 20.00	(Caballero)		(KING CITY)
KLRS-F, 99.1, 1 KW @ 2890,	NEW AGE	,$ 28.00	(Mc-Guild)	Fuller-Jeffrey	
KMBY-F, 107.1, 1 KW @ 1570,	AOR	,$ 31.00	(Banner)		
KOCN-F, 104.9, 1 KW @ 550,	AC	MBS,$ 22.00	(Torbet)		
KRAY-F, 103.9, 3 KW @ 165,	HISPANIC	,$ 26.00	(Lotus)		
KTOM-F, 100.7, 1 KW @ 2575,	COUNTRY	ABC-E,$ 30.00	(MMR)	Comm. Pacific	
KWAV-F, 96.9, 18 KW @ 2575,	AC	APR,$ 43.00	(HWH)	Backley	
KXDC-F, 101.7, 1 KW @ 590,	BTFL/EZ	,$ 15.00	(Christal)	Woods	

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SALT LAKE CITY

Arbitron Rank/Pop (12+): 37/1,000,400

MSA Rank/Pop: 45/1,060,000
ADI # 40

Average Person Ratings: 14.8
Market TSL: 19.5

Stations: 29/29
Diaries: 1291/775:1/57.4%
Sample Target: 1240
% Below Line: 0
% Not Listed: 6.3

1987 Revenue: $26,000,000
HH Inc.: $30,695
Retail $: 5.9 Bil
Pop per Station: 34,497
#1 Biller: KSL $5,200,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKAT-F	(C)	168/11.4	9.0	8.9	10.8	8.5	10.0	189/2205	1996/20.0	17.6	17.4	107				KKAT-F
2. KISN-F	(CHR)	138/ 9.3	10.6	7.8	7.2	8.5	8.7	165/3246	2833/28.3	26.1	21.9	83				KISN-F
3. KCPX-F	(CHR)	122/ 8.3	9.3	8.4	7.8	6.6	8.5	151/2524	2244/22.4	22.9	17.3	52				KCPX-F
4. KSOP A/F	(C)	122/ 8.2	6.1	5.2	6.8	6.2	6.6	143/1823	1497/15.0	12.7	14.1	115				KSOP A/F
5. KRSP-F	(AOR)	112/ 7.6	8.9	7.8	6.9	9.6	7.8	132/2157	1945/19.4	19.9	20.6	87				KRSP-F
6. KSL	(MOR)	109/ 7.4	7.2	7.9	9.3	7.3	8.0	132/2743	2237/22.4	20.0	22.3	109				KSL
7. KSFI-F	(EZ)	103/ 7.0	7.9	9.8	11.0	8.5	8.9	126/2102	1596/16.0	16.7	19.3	80				KSFI-F
8. KMGR A/F	(AC)	56/ 3.8	4.5	5.1	3.2	3.8	4.2	57/ 998	879/ 8.8	10.2	8.0	139				KMGR A/F
9. KLZX-F	(AOR)	50/ 3.4	2.5	2.2	1.7	1.8	2.5	50/ 843	828/ 8.3	6.6	6.7	156				KLZX-F
10. KLCY-F	(AC)	47/ 3.2	3.6	3.7	5.0	4.5	3.9	61/ 972	812/ 8.1	8.9	10.5	131				KLCY-F
11. KJQN-F	(AOR)	42/ 2.8	1.4	.4	---	.5	1.2	42/ 633	602/ 6.0	3.1	2.1	36				KJQN-F
12. KALL	(AC)	35/ 2.4	2.1	3.9	3.3	3.3	2.9	37/ 967	837/ 8.4	7.5	8.8	104				KALL
13. KBER-F	(AOR)	32/ 2.2	2.6	3.4	2.1	3.0	2.6	34/ 759	691/ 6.9	7.8	6.6	100				KBER-F
14. KFMY A/F	(CHR)	31/ 2.1	1.3	1.6	1.7	2.3	1.7	31/ 703	703/ 7.0	6.0	8.5	100				KFMY A/F
15. KTKK	(T)	27/ 1.8	2.8	2.5	1.6	2.7	2.2	29/ 426	420/ 4.2	4.6	6.0	78				KTKK
16. KDAB-F	(J)	26/ 1.8	2.1	3.0	2.0	1.7	2.2	26/ 567	546/ 5.5	5.6	5.4	133				KDAB-F
17. KZAN-F	(AOR)	25/ 1.7	.9	.6	1.3	2.2	1.2	26/ 535	469/ 4.7	4.7	5.6	100				KZAN-F
KRSP	(AOR)	25/ 1.7	1.0	.6	1.2	1.2	1.1	26/ 609	594/ 5.9	3.7	4.0	147				KRSP
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 78.67% (1088 of 1383) (SUM 87: 75.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KCPX-F	1. KKAT-F	1. KKAT-F>	1. KKAT-F>	1. KKAT-F>	1. KSFI-F<	1. KSL	1. KKAT-F	1. KKAT-F	1. KCPX-F	1. KSL
2. KISN-F+	2. KRSP-F	2. KISN-F<	2. KSOP-F+	2. KSOP-F+	2. KSL	2. KKAT-F	2. KISN-F	2. KCPX-F	2. KKAT-F	2. KKAT-F
3. KJQN-F	3. KISN-F	3. KRSP-F	3. KISN-F	3. KSL	3. KSOP-F+	3. KISN-F	3. KSFI-F	KISN-F	3. KISN-F<	KSOP-F
4. KRSP-F	4. KCPX-F	4. KSOP-F+	4. KSL	4. KISN-F	4. KKAT-F	4. KRSP-F<	4. KSOP-F+	4. KSOP-F+	4. KSOP-F+	4. KISN-F<
5. KKAT-F	5.	5. KCPX-F	5. KRSP-F	5. KRSP-F	5.	5. KSOP-F+	5. KRSP-F	5. KRSP-F	5. KRSP-F	5. KCPX-F<
6.	6.	6. KSL	6. KLZX-F	6. KSFI-F	6.	6. KSFI-F	6. KCPX-F	6. KSFI-F	6. KSL	6. KRSP-F
7.	7.	7.	7.	7.	7.	7.	7.	7. KSL	7. KSFI-F	KSFI-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KISN-F	1. KISN-F	1. KISN-F	1. KKAT-F	1. KKAT-F>	1. KRSP-F	1. KRSP-F	1. KKAT-F	1. KKAT-F	1. KKAT-F
2. KKAT-F	2. KKAT-F	2. KKAT-F	2. KISN-F	2. KSOP-F+	2. KCPX-F	2. KKAT-F>	2. KRSP-F	2. KRSP-F	2. KSOP-F+
3. KCPX-F	3. KCPX-F	3. KMGR-F+	3. KSOP-F+	3. KRSP-F	3. KKAT-F	3. KISN-F	3. KISN-F	3. KSOP-F+	3. KRSP-F
4. KRSP-F>	4. KRSP-F	KSOP-F+	4. KCPX-F	4. KMGR-F+	4. KISN-F	4. KCPX-F	4. KLZX-F	4. KISN-F	4. KSL
5. KSFI-F	5. KMGR-F+	5. KCPX-F	KSOP-F+	5. KISN-F	5. KJQN-F	5. KSOP-F+	5. KSOP-F+	5. KCPX-F<	5. KISN-F
6. KMGR-F+	6. KSOP-F+	KSL	5. KRSP-F	6. KCPX-F	6. KSOP-F+	6.	5. KSL	6. KLZX-F	6. KLZX-F
7.	7.	7. KLCY-F	7.	7.	7.	7.	7.	7.	7.
8.	8.	KRSP-F	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLO	1430	Ogden	.9/2.0
KLUB	570	Salt Lake City	.4/1.4
KSOS-F	106.9	Brigham	.9/2.4
KTOU-F	94.9	Provo	.4/1.4
KUTR	860	Salt Lake City	1.0/4.0
KZQQ	1550	W. Valley City	.8/1.3

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N)	, AC	MBS,$ 45.00	(Eastman)	Hatch	
KBBX, 1600, 5 KW/1 KW (DA-N)	, RELIGION	,$ 8.00	(---)	Mid America Gospel	
KCPX, 1320, 5 KW (DA-1)	, OLDIES/AC	CBS,$ 21.00	(Katz)	John Price	
KDYL, 1280, 5 KW/500 W (DA-N)	, NOSTALGIA	SMN,$ 24.00	(CBS)		
KLUB, 570, 5 KW (DA-1)	, NOST/MOR	NBC,$ 29.00	(Mc-Guild)		
KRSP, 1060, 10 KW/1 KW (DA-N)	, OLDIES	ABC-D,$ 20.00	(Durpetti)		
KSL , 1160, 50 KW	, MOR	CBS,$106.00	(MMR)	Bonneville	
KTKK, 630, 1 KW/500 W (DA-2)	, TALK	ABC-T,$ 31.00	(---)		
KUTR, 860, 50 KW (DAYS)	, AC	,$ 20.00	(Durpetti)	Citadel	

FM STATIONS

KCGL, 105.5, 500 W @ 650, RELIGION		,$ 12.00	(---)	Mid America Gospel	
KCPX, 98.7, 27 KW @ 2930, CHR		,$ 60.00	(Katz)	John Price	(PROVO)
KFMY, 96.1, 55 KW @ 2620, CHR		,$ 30.00	(HNWH)	Cook Inlet	
KISN, 97.1, 26 KW @ 3650, CHR		,$ 59.00	(Mc-Guild)		(OGDEN)
KKAT, 101.9, 26 KW @ 3740, COUNTRY		,$ 65.00	(Banner)	Brown	
KLCY, 94.1, 24 KW @ 3030, AC		US 1,ABC-C,$ 56.00	(Eastman)	Hatch	
KLZX, 93.3, 26 KW @ 3734, CLASSIC ROCK		,$ 40.00	(Banner)	Citadel	
KMGR, 107.5, 46 KW @ 2796, SOFT AC		,$ 44.00	(Torbet)	Bingham	(OREM)
KRSP, 103.5, 28 KW @ 3630, AOR		ABC-R,$ 58.00	(Durpetti)		
KSFI, 100.3, 26 KW @ 3740, BTFL/EZ		,$ 80.00	(CBS)		
KSOP, 104.3, 25 KW @ 3650, COUNTRY		,$ 52.00	(MMR)		
KZAN, 97.9, 26 KW @ 3770, AOR		,$ 27.00	(Christal)		(OGDEN)
KDAB, 101.1, 25 KW @ 3740, JAZZ/NEW AGE		US 2,$ 32.00	(HNWH)	Albimar	(OGDEN)
KBER, 106.5, ___ KW @ ?? , AOR		Source,$ 23.00	(Torbet)		(SPANISH FORK)

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SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,018,000

MSA Rank/Pop: 38/1,280,000
ADI # 42
Average Person Ratings: 17.8
Market TSL: 23.75 hours

Stations: 29/29
Diaries: 1197/850:1/47.5%
Sample Target: 1200
% Below Line: 0
% Not Listed: 6.3

1987 Revenue: $37,000,000
HH Inc.: $31,204
Retail $: 7.6 Bil
Pop per Station: 35,103
#1 Biller: WOAI $4,500,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KITY-F	(CHR)	167/9.2	9.1	8.0	7.7	6.5	8.5	196/2275	2020/19.8	19.3	17.6	53				KITY-F
2. KTFM-F	(U/CHR)	123/6.8	8.0	8.2	8.0	8.8	7.8	131/2107	1915/18.8	22.3	23.6	91				KTFM-F
3. WOAI	(N/T)	115/6.4	4.6	5.6	6.2	4.5	5.7	170/2259	1509/14.8	13.1	10.7	88				WOAI
4. KCOR	(SP)	109/6.0	8.4	4.9	9.7	5.6	7.3	109/ 793	782/ 7.7	9.4	8.2	88				KCOR
5. KCYY-F	(C)	105/5.8	7.7	6.6	4.4	2.8	6.1	146/1644	1337/13.1	15.2	8.1	138				KCYY-F
6. KISS-F	(AOR)	101/5.6	6.9	7.6	8.4	8.6	7.1	125/1756	1456/14.3	15.8	16.3	90				KISS-F
7. KSMG-F	(AC)	92/5.1	3.6	2.8	3.1	3.4	3.7	112/1559	1338/13.1	10.3	10.8	137				KSMG-F
8. KQXT-F	(EZ)	86/4.8	8.6	8.3	7.7	6.3	7.4	115/1450	1174/11.5	15.7	15.1	77				KQXT-F
9. KAJA-F	(C)	84/4.6	4.4	5.5	5.2	6.8	4.9	114/1356	1073/10.5	13.6	15.7	120				KAJA-F
10. KKYX	(C)	78/4.3	2.9	2.6	3.8	2.9	3.4	168/1914	909/ 8.9	8.2	7.4	81				KKYX
11. KONO	(O)	75/4.1	4.2	5.2	2.5	4.1	4.0	91/1295	1096/10.8	10.2	10.7	161				KONO
12. KSAQ A/F	(CHR)	70/3.9	2.9	3.3	3.4	4.2	3.4	89/1532	1311/12.9	12.4	10.7	49				KSAQ A/F
13. KMMX-F	(AC)	68/3.8	4.9	5.4	4.6	4.1	4.7	71/11	1002/ 9.8	12.8	9.8	145				KMMX-F
14. KZEP-F	(AOR)	59/3.3	3.8	4.1	3.0	3.9	3.6	61/ 982	941/ 9.2	9.1	8.3	136				KZEP-F
15. KZVE-F	(SP)	5?/3.2	4.4	3.3	2.9	5.9	3.5	85/1166	884/ 8.7	10.7	11.5	100				KZVE-F
16. KEDA	(SP)	49/2.7	2.3	3.3	2.5	2.9	2.7	49/ 625	633/ 6.1	5.7	6.2	111				KEDA-
17. KTSA	(MOR)	37/2.0	1.4	3.2	2.8	2.8	2.4	61/1098	664/ 6.5	8.1	9.6	105				KTSA
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 60.94% (1033 of 1695) (SUM 87: 59.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KITY-F>>	1. KITY-F	1. KITY-F<	1. KCYY-F<	1. KCYY-F	1. WOAI	1. WOAI	1. KITY-F	1. KITY-F	1. KITY-F>	1. KTSA
2. KTFM-F	2. KISS-F	2. KTFM-F<	2. KSMG-F	2. KSMG-F	2. KCOR	2. KCOR	2. WOAI <	2. KTFM-F	2. KISS-F	2. KITY-F
3. KSAQ-F+	3. KTFM-F	3. KCYY-F	3. KTFM-F	3. KONO	3. KQXT-F	3. KITY-F	3. KSMG-F	3. WOAI	3. KTFM-F	3. WOAI
4. KISS-F	4. KCYY-F	4. KISS-F	4. KONO	4. KTFM-F	4. KKYX	4. KKYX	4. KTFM-F	4. KCYY-F	4. KQXT-F	4. KSMG-F
5.	KMMX-F	5. KSMG-F	5. KMMX-F	5. WOAI <	5. KCYY-F	5. KTFM-F<	5. KCYY-F	5. KISS-F	WOAI	5.
6.	6. KSAQ-F+	6. KAJA-F	6. KAJA-F	6. KAJA-F	6. KONO	6. KCYY-F	6. KCOR <	6. KCOR <	6. KSAQ-F+	6.
7.	KSMG-F	KMMX-F<	7. KISS-F	KMMX-F	7. KAJA-F	7. KAJA-F<	7. KAJA-F	7. KQXT-F	KTSA	7.
8.	8. KAJA-F	8. KONO	KITY-F	8.	8. KZVE-F<	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KITY-F>>	1. KITY-F>	1. KITY-F	1. KITY-F	1. KCYY-F
2. KTFM-F	2. KTFM-F	2. KTFM-F<	2. KTFM-F<	2. KSMG-F
3. KCYY-F	3. KAJA-F	3. KSMG-F	3. KCYY-F	3. KCOR-F
4. KAJA-F>	KCYY-F	4. KMMX-F	4. KSMG-F<	4. KTFM-F
5. KSAQ-F+	5. KSMG-F	5. KAJA-F	5. KAJA-F	5. KAJA-F<
6. KCHL	6. KMMX-F	6. KCYY-F	6. KCOR-F	6. KITY-F
KMMX-F	7.	7. KCOR	7. KMMX-F	7. KONO
8.	8.	8. KISS-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KISS-F>>	1. KISS-F>	1. KISS-F<	1. KISS-F>	1. KONO
2. KSAQ-F+	2. KZEP-F	2. KMMX-F	2. KZEP-F	2. KZEP-F
3. KITY-F>	3. KSAQ-F+<	KZEP-F	3. KONO	3. KISS-F
4. KTFM-F	4. KITY-F	4. KCYY-F	4. KCYY-F	4. KCYY-F
5. KZEP-F	5. KMMX-F	5. KSMG-F	5. KCYY-F	5. KMMX-F
6.	KTFM-F	KTFM-F	6. KMMX-F	WOAI
7.	7. KCYY-F	7. KONO	KSMG-F	7. KSMG-F
8.	8. KSMG-F	8.	8. KSAQ-F+	8. KTFM-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCHL	1480	San Antonio	1.2/2.2
KDRY	1100	Alamo Heights	.8/1.8
KFAN-F	101.1	Fredericksburg	1.8/4.3
KFHM	1160	San Antonio	1.7/2.1
KGNB	1420	New Braunfels	.6/1.6
KRIA	930	Terrill Hills	.7/2.1
KSAH	720	Universal City	1.1/2.4
KSCR	630	San Antonio	1.8/3.9
KWED	1580	Sequin	.8/1.8
KXET	1250	San Antonio	.6/2.5
KXTN	1310	San Antonio	1.2/3.5

RADIO STATIONS

AM STATIONS

KCOR, 1350, 5 KW (DA-N)	, HISPANIC		,$ 63.00	(Katz Hisp.)	Tichenor
KDRY, 1100, 5 KW/1 KW (DA-N)	, RELIGION		,$ 11.00	(---)	
KEDA, 1540, 5 KW/1 KW (DA-N)	, HISPANIC		,$ 37.00	(Caballero)	
KFHM, 1160, 10 KW/1 KW (DA-2)	, HISPANIC		,$ 19.00	(Roslin)	
KKYX, 680, 50 KW/10 KW (DA-N)	, COUNTRY	ABC-I,	$ 47.00	(Katz)	New City
KCHL, 1480, 2.5 KW (DAYS,DA)	, OLDIES		SMN,$ 21.00	(Group W)	
KONO, 860, 5 KW/1 KW	, OLDIES		NBC,$ 40.00	(Christal)	Genesis
KRIA, 930, 5 KW/1 KW (DA-N)	, HISPANIC		,$ 28.00	(Lotus)	
KSAH, 720, 10 KW/1 KW (DA-2)	, HISPANIC		,$ 20.00	(Caballero)	
KSLR, 630, 5 KW (DA-2)	, RELIGION		,$ 18.00	(---)	
KTSA, 550, 5 KW (DA-N)	, MOR		,$ 42.00	(Banner)	
KXET, 1250, 1 KW (DA-N)	, HISPANIC		,$ 30.00	(Lotus)	Lotus
WOAI, 1200, 50 KW	, NEWS/TALK	CBS,	$ 84.00	(HN&H)	Clear Channel

FM STATIONS

KAJA, 97.3, 100 KW @ 472, COUNTRY			,$ 75.00	(HN&H)	Clear Channel
KZVE, 107.5, 100 KW @ 1535, HISPANIC			,$ 51.00	(Republic)	TK
KCYY, 100.3, 100 KW @ 580, COUNTRY			,$ 66.00	(Katz)	New City
KISS, 99.5, 100 KW @ 576, AOR		ABC-R,	$ 69.00	(MMR)	Adams
KITY, 92.9, 100 KW @ 1020, CHR			,$ 59.00	(Christal)	Genesis
KMMX, 106.7, 100 KW @ 1030, AC			,$ 58.00	(Group W)	
KQXT, 101.9, 100 KW @ 700, BTFL/EZ			,$ 58.00	(Group W)	Westinghouse
KSAQ, 96.1, 100 KW @ 480, CHR		US 1,CBS-R,	$ 43.00	(Eastman)	Inner City
KTFM, 102.7, 100 KW @ 670, URBAN/CHR			,$ 81.00	(Banner)	
KSMG, 105.3, 100 KW @ 1240, OLDIES			,$ 60.00	(Mc-Guild)	Rusk
KZEP, 104.5, 100 KW @ 750, CLASSIC AOR		MBS,	$ 44.00	(Torbet)	Lotus

* FORMAT CODES *

CHR	- Contemporary Hit Radio, Top 40, Contemporary	T	- Talk
AC	- Adult Contemporary	N	- News
O	- Oldies (1955 to near 1988)	SP	- Hispanic/Spanish
B	- Black (audience predominantly Black - over 75%)	BB	- Big Band, Nostalgia
U	- Urban (majority of audience is non-white although a large segment is white)	M	- Middle of Road (MOR), Full Service, Variety
		J/NA	- Jazz and New Age
EZ	- EZ Listening, Beautiful Music	R	- Religion, Christian, Christian Music
AOR	- Album Oriented Rock, also includes Classic Rock	G	- Gospel
CL	- Classical	E	- Ethnic
C	- Country	?	- Others or Unknown

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SAN DIEGO

Arbitron Rank/Pop (12+): 19/1,901,900

MSA Rank/Pop: 16/2,260,000
ADI # 25
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 32/27
Diaries: 1964/968:1/46.1%
Sample Target: 1610
% Below Line: 4.2
% Not Listed: 8.2

1987 Revenue: $66,900,000
HH Inc.: $39,167
Retail $: 16.0 Bil
Pop per Station: 70,441
#1 Biller: KFMB $10,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKLQ A/F	(CHR)	289/8.9	7.4	7.2	7.3	4.3	7.7		3952/20.8	18.3	14.6	70				KKLQ A/F
2. KGB-F	(AOR)	240/7.4	9.0	6.3	7.0	7.5	7.4		3139/16.5	15.8	16.3	85				KGB-F
3. KFMB	(MOR)	231/7.1	7.0	5.3	4.8	6.0	6.1		3264/17.2	15.5	14.7	87				KFMB
4. KJQY-F	(EZ)	224/6.9	6.8	7.9	8.5	8.2	7.5		2388/12.6	13.7	15.5	60				KJQY-F
5. KSDO	(N/T)	223/6.8	7.3	8.1	6.1	5.7	7.1		2658/14.0	14.9	12.1	71				KSDO
6. KFMB-F	(AC)	204/5.3	6.1	7.8	7.3	7.0	6.9		3966/20.9	19.2	21.1	116				KFMB-F
7. KSON-F	(C)	189/5.8	3.7	4.8	5.8	5.9	5.0		2265/11.9	10.1	12.2	147				KSON-F
8. KYXY-F	(AC)	175/5.4	3.1	3.4	3.6	3.3	3.9		2222/11.7	9.2	8.8	126				KYXY-F
9. XTRA-F	(AOR)	169/5.2	5.2	5.4	4.9	5.5	5.2		2941/15.5	15.0	15.5	63				XTRA-F
10. KIFM-F	(J/NA)	152/4.7	3.4	4.7	2.9	3.9	3.9		2039/10.7	8.1	10.3	151				KIFM-F
11. KCBQ A/F	(O)	133/4.1	3.5	2.8	3.0	2.4	3.4		2225/11.7	4.4	3.2	122				KCBQ A/F
12. KPOP	(BB)	92/2.8	4.9	3.1	3.4	3.7	3.6		1285/ 6.8	8.5	6.8	36				KPOP
13. KFSD-F	(CL)	88/2.7	1.9	2.8	3.2	2.8	2.7		1351/ 7.1	5.1	7.3	104				KFSD-F
14. KKYY-F	(AC)	85/2.6	1.6	2.2	2.2	2.4	2.2		1621/ 8.5	6.2	7.7	155				KKYY-F
15. KGMG-F	(O)	74/2.3	1.6	1.5	2.0	2.1	1.9		1110/ 5.8	5.9	5.4	174				KGMG-F
16. XHRM-F	(B/U)	73/2.2	3.2	2.8	4.1	3.0	3.1		1368/ 7.2	7.2	9.8	64				XHRM-F
17. KNX	(N)	55/1.7	1.6	1.6	1.9	1.3	1.7		1150/ 6.0	5.4	5.0	59				KNX
18. KSWV-F	(J/NA)	49/1.5	2.0	2.1	1.5	3.8	1.8		1191/ 6.3	5.5	13.0	147				KSWV-F
19. XHTZ-F	(AOR)	36/1.1	1.8	1.4	1.0	1.3	1.3		1232/ 6.5	5.4	4.4	100				XHTZ-F
20. XTRA	(O)	34/1.0	1.4	1.0	2.1	1.5	1.4		996/ 5.2	5.9	6.4	160				XTRA
21.																
22.																
23.																
24.																
25.																

NOTE: San Diego's Metro and TSA are the same.

12+ FM SHARE (METRO): 73.54% (2201 of 2993) (SUM 87: 76.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKLQ-AF>>	1. KGB-F	1. KGB-F	1. KSON-F	1. KSON-F	1. KJQY-F	1. KSDO	1. KJQY-F	1. KKLQ-F	1. KFMB >	1. KSDO >>
2. XTRA-F>	2. KKLQ-AF	2. KKLQ-AF	2. KFMB-F	2. KFMB-F<	KSDO	2. KGB <	2. KGB <	2. KGB	2. KKLQ-F<	2. KYXY-F
3. KFMB-F	3. KFMB-F	3. KFMB-F	3. KIFM-F<	3. KIFM-F	3. KFMB >	3. KFMB	3. KKLQ	3. KFMB <	3. XTRA-F	3. KJQY-F
4. XHRM-F	4. XTRA-F	4. KSON-F	4. KGB-F<	4. KYXY-F	4. KSON-F	4. KFMB-F	4. KSDO	4. KJQY-F	4. KSON-F	4. KFMB-F
5. KGB-F	5. KSON-F	5. KIFM-F<	5. KYXY-F<	5. KGB-F<	KYXY-F<	5. KKLQ-F	5. KYXY-F<	5. KSON-F	5. KGB-F	KPOP <
6.	6. KIFM-F	6. KYXY-F	6. KKLQ-AF	6. KFMB	6. KPOP	6. KYXY-F<	6. KFMB-F	6. KFMB-F	6. KIFM-F	6. KNX <
7.	7. KYXY-F	7. XTRA-F<	7. KFMB	KKLQ-AF	7. KFSD-F	7. KJQY-F	7. KSON-F	7. KYXY-F<	KYXY-F	7. KKLQ-F<
8.	8. KCBQ-AF	8. KFMB	8. KCBQ-AF	8. KCBQ-AF	8. KIFM-F	8. KSON-F	8. XTRA-F<	8. XTRA-F<	8. KJQY-F	8. KGB-F
9.	9. KKYY-F	9. KCBQ-AF	9. KSDO	9. KSDO	9. KCBQ-AF	9. XTRA-F	9. KIFM-F	9. KSDO	XHRM-F	KABC <
10.	10. KFMB	10. KKYY-F	10. KGMG-F	10. KJQY-F	10. KFMB-F	10. KCBQ-F	10. KCBQ-F<	10. KIFM-F	10. KSDO	10. KFMB
						KIFM-F	11. KFMB			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKLQ-F+>	1. KKLQ-AF	1. KSON-F	1. KKLQ-AF	1. KIFM-F
2. KGB-F>	2. KFMB-F	2. KFMB-F	2. KFMB-F	2. KFMB-F
3. KFMB-F	3. KSON-F	3. KIFM-F	3. KSON-F	3. KSON-F
4. XTRA-F>	4. KGB-F	4. KYXY-F	4. KIFM-F	KYXY-F
5. KKYY-F	5. KIFM-F	5. KKLQ-F	5. KYXY-F	5. KJQY-F
KSON-F	6. KYXY-F<	KKYY-F	6. KKYY-F	6. KFMB
7. XHRM-F	7. XTRA-F	7. KCBQ-F+	KGB-F	7. KKLQ-AF
8. KYXY-F	8. KKYY-F	8. KGB-F	8. KFMB <	8. KKYY-F
9.	9. KCBQ-AF	XTRA-F	9. KCBQ-AF<	9. KCBQ-AF
10.	10. XHRM-F	10.	10. XTRA-F<	10. KGMG-F
			11. KJQY-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGB-F>>	1. KGB-F>>	1. KGB-F>>	1. KGB-F>	1. KGB-F
2. XTRA-F<	2. KKLQ-AF<	2. KSON-F<	2. KKLQ-AF	2. KSON-F
3. KKLQ-F+	>3. XTRA-F	3. KFMB-F	3. XTRA-F	3. KKLQ-AF
4. KFMB	4. KFMB-F	4. KKLQ-F+	4. KFMB	4. KFMB
KIFM-F<	5. KFMB	5. XTRA-F	KSON-F	KSDO <
6. KFMB-F	KIFM-F	6. KGMG-F	6. KFMB-F	6. KFMB-F<
7. KYXY-F	KYXY-F	7. KCBQ-F+	7. KIFM-F<	7. KIFM-F
8. KCBQ-F+	8. KCBQ-AF	8. KYXY-F	8. KYXY-F<	8. KCBQ-AF
9.	9. KSON-F	9.	9. KCBQ-AF	KYXY-F
10.	10. KGMG-F	10.	10. KSDO	10. XTRA-F

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKOS-F	95.9	Carlsbad	.6/2.1
KOWA	1450	Escondido	.4/ .9
KOWF-F	92.1	Escondido	.5/1.7
KSON	1240	San Diego	.9/2.8
KVSD	1000	Vista	.6/2.6
XHKY-F	95.7	Tijuana	.4/ .8
KABC	790	Los Angeles	.5/1.4
KFI	640	Los Angeles	.4/1.8
KPWR-F	105.9	Los Angeles	.5/1.7
XEMO	860	Tijuana	.8/1.2

RADIO STATIONS

AM STATIONS

KCBQ, 1170,	50 KW/1.5 KW (DA-2),	OLDIES	CBS-R,$ NA	(Republic)	Eric/Chandler
KFMB, 760,	5 KW (DA-N)	MOR	CBS,$190.00	(Mc-Guild)	Midwest TV
KKLQ, 600,	5 KW (DA-1)	CHR	APR,MBS,$ NA	(Eastman)	Edens
KMJC, 910,	5 KW (DA-2)	, RELIGION	,$ 23.00	(---)	
KPOP, 1360,	5 KW/1 KW	, NOSTALGIA	NBC,$ 42.00	(Katz)	Brown
KSDO, 1130,	10 KW (DA-2)	, NEWS/TALK	ABC-I,$126.00	(Durpetti)	Gannett
KSON, 1240,	1 KW	, COUNTRY	MBS,$ NA	(Banner)	Jeff-Pilot
KVSD, 1000,	2.5 KW/500 W (DA-2)	, TALK	ABC-D,$ 27.00	(---)	
XTRA, 690,	50 KW (DA-2)	, OLDIES	,$ 44.00	(MMR)	Noble

FM STATIONS

KCBQ, 105.3,	29 KW @ 620, OLDIES	CBS-R,$ 73.00	(Republic)	Eric/Chandler
KFMB, 100.7,	30 KW @ 620, CONTEMP	,$140.00	(Mc-Guild)	Midwest TV
KFSD, 94.1,	100 KW @ 641, CLASSICAL	,$ 65.00	(HNWH)	Lotus
KGB , 101.5,	50 KW @ 577, AOR	,$157.00	(Katz)	Brown
KGMG, 102.1,	2 KW @ 346, OLDIES	MBS,$ 40.00	(Banner)	(OCEANSIDE)
KIFM, 98.1,	28 KW @ 640, JAZZ	,$ 75.00	(CBS)	
KJQY, 103.7,	36 KW @ 650, BTFL/EZ	,$ 90.00	(Group W)	Westinghouse
KKLQ, 106.5,	50 KW @ 442, CHR	,$ 80.00	(Eastman)	Edens
KKOS, 95.9,	3 KW @ 305, AC	,$ 40.00	(---)	
KKYY, 94.9,	22 KW @ 701, AC	,$ 61.00	(Christal)	Sandusky
KSON, 97.3,	50 KW @ 465, COUNTRY	,$ 98.00	(Banner)	Jeff-Pilot
KSWV, 102.9,	2 KW @ 1840, JAZZ/NEW AGE	SMN,$ 57.00	(Durpetti)	Gannett
KYXY, 96.5,	41 KW @ 540, AC	,$ 70.00	(HNWH)	
XTRA, 91.1,	100 KW @ 1000, AOR	,$ 97.00	(MMR)	Noble (TIJUANA)
XHRM, 92.5,	50 KW @ 600, URBAN	,$ 48.00	(K & P)	(TIJUANA)
XHIT, 90.3,	100 KW @ 1000, AOR (?)	,$ 36.00	(Torbet)	(TIJUANA)

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SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,879,800

MSA Rank/Pop: San Francisco - 28/1,608,700
ADI # 5 Oakland - 21/1,950,900
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 52/50
Diaries: 3438/1419:1/43.0%
Sample Target: 2650
% Below Line: 1.4
% Not Listed: 9.9

1987 Revenue: $143,400,000
HH Inc.: $41,900
Retail $: 35.6 Bil
Pop per Station: 97,596
#1 Biller: KGO $20,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGO	(T)	570/7.1	8.4	6.8	8.0	8.7	7.6	710/9968	7978/16.3	17.3	17.3	48				KGO
2. KMEL-F	(CHR)	464/5.8	5.7	6.1	4.9	4.9	5.6	491/7754	7184/14.7	14.6	13.5	52				KMEL-F
3. KABL A/F	(EZ)	448/5.6	6.2	5.9	4.8	4.0	5.6	485/5656	5350/11.0	10.7	9.6	54				KABL A/F
4. KCBS	(N/T)	378/4.7	5.4	4.7	5.4	5.6	5.1	473/8441	6912/14.2	15.4	15.6	43				KCBS
5. KNBR	(MOR)	342/4.3	3.6	2.1	3.1	5.2	3.3	473/8795	6406/13.1	11.4	14.5	149				KNBR
6. KIOI-F	(AC)	318/4.0	3.6	3.5	2.7	2.5	3.5	330/6343	5921/12.1	11.4	9.6	125				KIOI-F
7. KFRC	(BB)	269/3.4	2.8	4.3	3.3	3.6	3.5	302/4741	4195/ 8.6	8.4	9.3	76				KFRC
8. KOIT A/F	(AC)	268/3.4	4.5	3.2	3.8	3.5	3.7	275/4898	4640/ 9.5	11.6	9.5	115				KOIT A/F
9. KSOL-F	(B/U)	265/3.3	3.7	4.4	4.7	4.1	4.0	271/4696	4633/ 9.5	10.1	10.8	145				KSOL-F
10. KSFO	(O)	251/3.1	2.4	1.7	1.4	2.2	2.2	275/5582	4951/10.1	8.8	8.6	161				KSFO
11. KYUU-F	(CHR)	219/2.7	2.7	2.3	2.8	2.4	2.6	228/4906	4307/ 9.9	9.2	9.5	89				KYUU-F
12. KRQR-F	(AOR)	207/2.6	2.9	2.5	1.7	2.2	2.4	217/3961	3692/ 7.6	8.1	6.4	115				KRQR-F
13. KBLX A/F	(U/AC)	198/2.5	1.9	2.4	2.9	2.1	2.4	203/3537	3420/ 7.0	6.4	6.9	136				KBLX A/F
14. KITS-F	(CHR)	193/2.4	2.8	3.3	3.0	3.2	2.9	194/3023	2999/ 6.1	6.4	7.9	54				KITS-F
15. KSAN-F	(C)	185/2.3	2.9	3.2	3.4	3.2	3.0	193/3391	3207/ 6.6	7.9	8.4	117				KSAN-F
16. KKSF-F	(J/NA)	175/2.2	2.4	2.4	2.7	1.6	2.4	181/2780	2634/ 5.4	5.7	6.4	195				KKSF-F
17. KFOG-F	(AOR)	165/2.1	1.7	2.2	2.1	1.7	2.0	167/3271	3185/ 6.5	5.8	6.4	171				KFOG-F
18. KDFC A/F	(CL)	159/1.9	2.4	2.4	1.9	2.0	2.2	172/3535	3261/ 6.7	6.4	6.9	137				KDFC A/F
19. KKHI A/F	(CL)	139/1.7	1.8	1.2	1.3	1.6	1.5	142/2826	2698/ 5.5	5.4	5.2	106				KKHI A/F
20. KBAY-F	(EZ)	137/1.7	2.0	2.8	1.8	2.0	2.1	170/2515	2036/ 4.2	4.6	4.7	71				KBAY-F
21. KOME-F	(AOR)	132/1.7	1.4	1.5	1.1	1.5	1.4	143/2819	2553/ 5.2	4.7	4.6	94				KOME-F
22. KSJO-F	(AOR)	129/1.6	1.2	1.3	.8	1.0	1.2	141/2476	2243/ 4.6	4.1	3.4	56				KSJO-F
23. KNEW	(C)	125/1.6	1.4	1.5	1.4	1.9	1.5	128/2095	2008/ 4.1	3.8	5.1	75				KNEW
24. KHQT-F	(CHR)	111/1.4	1.5	.6	.9	.8	1.1	112/1636	1598/ 3.3	3.8	2.1	93				KHQT-F
25. KDIA	(B)	108/1.3	.9	1.3	1.3	1.1	1.2	108/1616	1609/ 3.3	2.7	2.5	131				KDIA
26. KYA-F	(O)	101/1.3	1.1	1.4	1.4	1.5	1.3	110/2526	2353/ 4.8	5.6	5.8	127				KYA-F
27. KIQI	(SP)	98/1.2	1.0	1.1	1.1	.8	1.1	102/1276	1154/ 2.4	2.0	1.3	83				KIQI

12+ FM SHARE (METRO): 61.56% (4441 of 7214) (SUM 87: 59.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMEL-F>>	1. KMEL-F	1. KMEL-F<	1. KIOI-F	1. KGO	1. KGO	1. KGO	1. KGO <	1. KGO <	1. KMEL-F	1. KGO >>
2. KSOL-F	2. KIOI-F	2. KIOI-F	2. KGO	2. KIOI-F	2. KABL-F+	2. KCBS	2. KABL-F+	2. KMEL-F	2. KNBR	2. KNBR >
3. KHQT-F>	3. KSOL-F	3. KGO	3. KOIT-F+	3. KNBR	3. KCBS	3. KABL-F+	3. KMEL-F	3. KABL-F+	3. KGO	3. KCBS
4. KITS-F	4. KRQR-F	4. KOIT-F+	4. KNBR	4. KOIT-F+	4. KFRC	4. KMEL-F	4. KIOI-F	4. KIOI-F<	4. KSFO	4. KBLX-F
5. KYUU-F	5. KITS-F	5. KSOL-F<	5. KABL-F+	5. KABL-F+	5. KNBR	5. KNBR	5. KCBS	5. KCBS	5. KSOL-F	5. KMEL-F
6.	6. KYUU-F<	6. KNBR <	KMEL-F	6. KBLX-F+	6. KSFO	6. KIOI-F	6. KOIT-F+	6. KNBR <	6. KABL-F+	KSOL-F
7.	7. KFOG-F<	7. KRQR-F	7. KSFO	7. KMEL-F	7. KOIT-F+	7. KOIT-F+	7. KFRC	7. KOIT-F+	7. KBLX-F+	7.
8.	8. KBLX-F+	8. KBLX-F+	8. KKSF-F	KSFO	8. KDFC-F+	8. KYUU-F	8. KSOL-F	8. KSOL-F	8. KITS-F	8.
9.	9. KOME-F	KYUU-F	9. KRQR-F	9. KKSF-F	9. KKHI-F+	9. KITS-F<	9.	9. KYUU-F<	9. KIOI-F	9.
10.	10. KSJO-F	10. KKSF-F	10.	10. KCBS	10. KBAY-F	10. KFRC	10.	10. KFRC	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KMEL-F>	1. KIOI-F<	1. KIOI-F>	1. KIOI-F	1. KABL-F+<
2. KIOI-F>	2. KMEL-F>	2. KSOL-F	2. KMEL-F	2. KIOI-F
3. KITS-F	3. KSOL-F	3. KMEL-F<	3. KOIT-F+	3. KOIT-F+
4. KSOL-F	4. KYUU-F<	4. KYUU-F	4. KABL-F+	4. KGO
5. KYUU-F	5. KBLX-F+	5. KOIT-F+	5. KBLX-F+	5. KBLX-F+
KRQR-F	6. KOIT-F+	6. KKSF-F	KSOL-F	6. KNBR
7. KHQT-F	7. KFOG-F	7. KNBR	KYUU-F	7. KYUU-F
KSAN-F	8. KITS-F	8. KSAN-F	8. KGO	8. KSFO
9. KWSS-F	KKSF-F	9. KSFO	9. KNBR	KSOL-F
10.	10.	10.	10.	10. KMEL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMEL-F	1. KMEL-F	1. KRQR-F	1. KMEL-F	1. KGO
2. KITS-F	2. KRQR-F	2. KMEL-F	2. KGO <	2. KNBR
3. KOME-F	3. KITS-F	3. KIOI-F	3. KRQR-F	3. KIOI-F
4. KSJO-F	KOME-F	4. KNBR <	4. KIOI-F<	4. KKSF-F
5. KRQR-F	5. KSOL-F	5. KFOG-F<	5. KNBR	KRQR-F
6. KSOL-F	6. KSJO-F	6. KSOL-F	6. KITS-F	6. KMEL-F
7. KIOI-F	7. KYA-F	7. KKSF-F<	7. KSFO	
8. KYUU-F<	8. KFOG-F	8. KGO	8. KOME-F<	8. KOIT-F
9. KFOG-F	9. KKSF-F	KOME-F	9. KSOL-F	KCBS
10. KKSF-F	KNBR	10. KKSF-F	10. KSJO-F	10. KFOG-F

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KARA-F	105.7	Santa Clara	1.1/3.3
KATD-F	95.3	Los Gatos	.6/2.9
KBRG-F	104.9	Fremont	1.1/2.2
KEEN	1370	San Jose	.7/1.6
KEZR-F	106.5	San Jose	.9/2.8
KFAX	1100	San Francisco	.7/2.1
KJAZ-F	92.7	Alameda	1.0/3.4
KKIQ-F	101.7	Livermore	.3/ .7
KLIV	1590	San Jose	.5/1.7
KLOK	1170	San Jose	.5/2.2
KMGG-F	97.7	Monte Rio	.5/ .8
KOFY	1050	San Mateo	1.1/3.5
KOFY-F	98.9	San Francisco	.8/2.6
KREO-F	92.9	Hearldsburg	.3/ .9
KWSS-F	94.5	Gilroy	.7/3.6
KZST-F	100.1	Santa Rosa	.4/1.3
KRAK	1140	Sacramento	.6/1.1
KSFM-F	102.5	Woodland	.6/1.4

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, BTFL/EZ		,$ NA	(Christal)	Shamrock
KCBS, 740, 50 KW (DA-2)	, NEWS	CBS,	$260.00	(CBS)	CBS
KDIA, 1310, 5 KW (DA-1)	, BLACK		,$ 60.00	(---)	Ragan Henry
KEST, 1450, 1 KW	, GOSPEL/ETHNIC		,$ 36.00	(---)	Universal
KFAX, 1100, 50 KW (DA-1)	, RELIGION		,$ 25.00	(---)	Salem
KFRC, 610, 5 KW	, NOSTALGIA	MBS,US 1,	$ 40.00	(Republic)	RKO
KGO , 810, 50 KW (DA-1)	, TALK	ABC-I,	$345.00	(Banner)	Cap Cities/ABC
KIQI, 1010, 10 KW/500 W (DA-1)	, HISPANIC		,$ 60.00	(Caballero)	
KNBR, 680, 50 KW	, MOR/AC	NBC,	$205.00	(Mc-Guild)	NBC
KNEW, 910, 5 KW (DA-N)	, COUNTRY		,$ 80.00	(Katz)	Malrite
KOFY, 1050, 1 KW/500 W (DA-N)	, OLDIES		,$ 50.00	(Roslin)	
KSFO, 560, 5 KW (DA-N)	, OLDIES	US 2,	$100.00	(MMR)	King

FM STATIONS

KABL, 98.1, 100 KW @ 940, BTFL/EZ	,$165.00	(Christal)	Shamrock
KBLX, 102.9, 7 KW @ 1285, URBAN/AC/JAZZ	,$158.00	(HNWH)	Inner City
KDFC, 102.1, 33 KW @ 1050, CLASSICAL	,$ 70.00	(CMBS)	
KFOG, 104.5, 8 KW @ 1454, AOR	Source,	$121.00	(Eastman)	Susquehanna
KIOI, 101.3, 125 KW @ 1220, AC	,$126.00	(Durpetti)	Fairmont
KITS, 105.3, 15 KW @ 1200, CHR	ABC-F,	$104.00	(Republic)	Entercom
KJAZ, 92.7, 2 KW @ 550, JAZZ	,$ 80.00	(Roslin)	
KKHI, 95.7, 9 KW @ 1473, CLASSICAL	,$ 83.00	(HNWH)	Buckley
KKSF, 103.7, 8 KW @ 1470, JAZZ/NEW AGE	,$100.00	(Banner)	Brown
KMEL, 106.1, 69 KW @ 1240, CHR/URBAN	,$160.00	(Christal)	Century
KOFY, 98.9, 6 KW @ 1350, CHR	,$ 87.00	(Roslin)	
KOIT, 96.5, 33 KW @ 1410, SOFT AC	,$134.00	(Torbet)	Bonneville
KRQR, 97.3, 82 KW @ 1100, AOR	CBS-R,	$115.00	(CBS)	CBS
KSAN, 94.9, 35 KW @ 1290, COUNTRY	,$173.00	(Katz)	Malrite
KSOL, 107.7, 9 KW @ 1590, BLACK	APR,	$148.00	(MMR)	United
KYR , 93.3, 31 KW @ 593, OLDIES	US 2,	$ 90.00	(MMR)	King
KYUU, 99.7, 45 KW @ 1240, CHR	,$175.00	(Mc-Guild)	Emmis

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SAN JOSE

Arbitron Rank/rop (12+): 29/1,187,900

MSA Rank/Pop: 30/1,420,000
San Francisco ADI
Average Person Ratings: 15.8
Market TSL: 20.75 hours

Stations: 48/16
Diaries: 1354/877:1/41.2%
Sample Target: 1400
% Below Line: 56.4
% Not Listed: 5.4

1987 Revenue: $27,300,000
HH Inc.: $46,360
Retail $: 11.0 Bil
Pop per Station: 74,244
#1 Biller: KOME-F $4,100,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KHQT-F (CHR)	106/5.6	6.0	2.5	3.2	2.9	4.3	115/1603	1376/11.6	13.5	6.4	55				KHQT-F
2. KSJO-F (AOR)	100/5.3	3.1	4.5	2.8	2.3	3.9	138/2195	1548/13.0	10.5	8.9	98				KSJO-F
3. KBAY-F (EZ)	84/4.5	6.8	9.7	4.7	5.6	3.7	158/2310	1369/11.5	13.0	12.5	91				KBAY-F
4. KOME-F (AOR)	77/4.1	3.8	4.6	3.0	4.1	3.9	132/2538	1539/13.0	11.6	11.6	93				KOME-F
5. KARA-F (AC)	72/3.8	3.0	3.9	3.8	3.0	3.6	84/1635	1356/11.4	9.4	9.8	150				KARA-F
6. KEZR-F (AC)	64/3.4	2.7	2.3	1.7	2.4	2.5	75/1440	1194/10.1	7.9	7.6	129				KEZR-F
7. KEEN (C)	51/2.7	1.7	1.7	3.0	2.7	2.3	60/ 807	633/ 5.3	4.5	4.5	96				KEEN
8. KWSS-F (CHR)	50/2.7	4.9	6.5	6.4	5.7	5.1	127/2754	1562/13.1	15.0	19.4	70				KWSS-F
9. KATD-F (CHR)	44/2.3	2.2	3.2	3.5	3.0	2.8	50/1483	1280/10.8	8.2	11.8	83				KATD-F
10. KLIV (BB)	32/1.7	1.4	1.4	1.9	1.9	1.6	34/ 746	598/ 5.0	3.5	4.0	41				KLIV

12+ FM SHARE (METRO): NA (SUM 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KHQT-F>>	1. KSJO-F	1. KSJO-F	1. KARA-F	1. KARA-F	1. KBAY-F	1. KSJO-F>	1. KARA-F<	1. KHQT-F<	1. KHQT-F>	1. KEZR-F
2. KWSS-F	2. KOME-F	2. KOME-F	2. KSJO-F	2. KSJO-F	2. KEEN	2. KBAY-F	2. KSJO-F<	2. KSJO-F	2. KOME-F	2. KEEN
3. KATD-F	3. KARA-F	3. KARA-F	3. KOME-F	3. KEZR-F	3. KEZR-F	3. KHQT-F	3. KBAY-F	3. KOME-F	3. KSJO-F	3. KOME-F
KSJO-F	4. KHQT-F	4. KHQT-F	4. KEZR-F	4. KBAY-F	4. KLIV	KOME-F	4. KHQT-F	4. KBAY-F	4. KBAY-F	4.
5. KOME-F	5. KEZR-F	5. KEZR-F	5. KHQT-F	5. KOME-F	5. KARA-F	5. KARA-F	5. KOME-F	5. KEZR-F<	5. KATD-F	5.
	6. KWSS-F		6. KBAY-F			6. KEEN	6. KEZR-F	6. KARA-F	6. KEZR-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KHQT-F	1. KARA-F	1. KARA-F>	1. KEZR-F	1. KARA-F
2. KWSS-F	2. KHQT-F	2. KEZR-F	2. KARA-F	KEZR-F
3. KATD-F	3. KEZR-F	3. KOME-F	3. KHQT-F	3. KBAY-F
4. KEZR-F	KWSS-F	KSJO-F	4. KWSS-F	4. KATD-F
5. KSJO-F	5. KSJO-F	5. KWSS-F	5. KBAY-F	5. KHQT-F
	6. KATD-F		6. KATD-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSJO-F	1. KSJO-F	1. KSJO-F	1. KSJO-F>	1. KSJO-F
2. KOME-F>>	2. KOME-F>>	2. KOME-F>	2. KOME-F	2. KARA-F
3. KHQT-F	3. KARA-F	3. KARA-F	3. KARA-F	3. KOME-F
4. KEZR-F	KHQT-F	4. KHQT-F	4. KHQT-F	4. KBAY-F
KATD-F	5. KEZR-F	5. KEZR-F	5. KEZR-F	5. KHQT-F
		6. KEEN-F		6. KEZR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDON-F	102.5	Salinas	.5/1.3
KLRS-F	99.1	Santa Cruz	1.2/3.0

See San Francisco for more information about the following.

KAZA	.7/1.4	KFAX	.8/2.5
KOFC	.6/1.8	KFOG-F	1.1/3.9
KOFC-F	1.3/4.4	KFRC	1.5/5.2
KHTT	.6/2.7	KIOI	.5/1.2
KLIV	1.7/5.0	KKHI	.1/ .5
KLOK	1.0/4.6	KKHI-F	1.1/3.8
KNTA	.8/1.7	KKSF-F	1.3/3.0
		KNEW	.7/1.9
KABL	.3/1.7	KOFY	1.1/3.3
KABL-F	1.1/2.7	KOFY-F	.4/1.2
KBLX	---/ .1	KROR-F	.6/4.1
KBLX-F	1.9/5.0	KSFO	1.8/6.5
KEAR-F	.4/1.2	KYA-F	1.0/3.4

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA)	. HISPANIC	,$ 40.00	(Caballero)		(GILROY)
KEEN, 1370, 5 KW (DA-2)	. COUNTRY	UPI,$ 48.00	(MMR)		
KHTT, 1500, 10 KW/5 KW (DA-1)	. OLDIES	APR,$ 75.00	(Katz)	Narragansett	
KLIV, 1590, 5 KW (DA-N)	. NOSTALGIA	,$ 40.00	(Eastman)	Empire	
KLOK, 1170, 50 KW/5 KW (DA-2)	. MOR/AC	,$ 46.00	(Katz)		
KNTA, 1430, 1 KW (DA-1)	. HISPANIC	,$ 38.00	(Lotus)	Tamarack	
KARA-F, 105.7, 50 KW @ 500, AC		,$ 75.00	(Eastman)	Empire	
KATD-F, 95.3, 375 W @ 860, CHR		,$ 53.00	(Durpetti)		
KBAY-F, 100.3, 15 KW @ 2580, BTFL/EZ		,$ 81.00	(MMR)		
KEZR-F, 106.5, 50 KW @ 430, AC		,$ 60.00	(Christal)		
KHQT-F, 97.7, 1.6 KW @ 875, CHR		,$ 51.00	(Republic)		
KOME-F, 98.5, 13 KW @ 880, AOR		,$100.00	(Torbet)	Infinity	
KSJO-F, 92.3, 50 KW @ 369, AOR		ABC R,$ 80.00	(Katz)	Narragansett	
KWSS-F, 94.5, 1 KW @ 2580, CHR		,$ 89.00	(Mc-Guild)	Nationwide	(GILROY)

Other ranked stations - See San Francisco

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SEATTLE - TACOMA

Arbitron Rank/Pop (12+): 14/2,088,600

MSA Rank/Pop: Seattle - 26/1,763,600
ADI # 15 Tacoma - 92/535,900
Average Person Ratings: 15.9
Market TSL: 21.25 hours

Stations: 33/33
Diaries: 1847/1131:1/50.9%
Sample Target: 1780
% Below Line: 0
% Not Listed: 6.9

1987 Revenue: $67,600,000
HH Inc.: $35,634
Retail $: 16.3 Bil
Pop per Station: 63,291
#1 Biller: KIRO $18,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KIRO	(N/T)	351/10.6	10.4	8.9	11.3	8.7	10.3	384/5686	5084/24.3	22.8	22.8	79				KIRO
2. KUBE-F	(CHR)	305/ 9.1	7.9	9.4	6.3	6.6	8.2	318/4796	4504/21.6	19.5	16.7	74				KUBE-F
3. KPLZ-F	(CHR)	211/ 6.3	7.7	5.5	5.5	6.0	6.3	262/3927	3231/15.5	17.5	15.0	41				KPLZ-F
4. KMPS A/F	(C)	199/ 6.0	5.4	4.6	5.9	4.4	5.5	230/3052	2472/11.8	11.4	8.8	110				KMPS A/F
5. KISW-F	(AOR)	190/ 5.7	4.8	4.7	3.8	5.1	5.8	209/2887	2545/12.2	12.4	10.2	96				KISW-F
6. KOMO	(MOR)	155/ 4.7	4.7	5.5	5.4	5.9	5.1	181/3259	2714/13.0	13.9	15.1	87				KOMO
7. KIXI	(BB)	153/ 4.6	4.1	3.6	3.8	3.7	4.0	163/2002	1769/ 8.5	8.7	8.1	67				KIXI
8. KBRD-F	(EZ)	138/ 4.2	3.8	6.1	4.2	5.9	4.6	193/2085	1534/ 7.3	7.2	10.2	81				KBRD-F
9. KBSG-F	(O)	121/ 3.9	3.3	1.9	3.1	3.4	3.1	156/2558	2163/10.4	10.1	9.5	149				KBSG-F
KING-F	(CL)	131/ 3.9	2.4	2.4	3.4	3.2	3.0	140/1984	1816/ 8.7	6.5	7.9	82				KING-F
11. KXRX-F	(AOR)	124/ 3.7	4.3	4.5	4.6	4.8	4.3	131/2262	2040/ 9.8	10.1	9.3	130				KXRX-F
12. KSEA-F	(EZ)	114/ 3.4	3.3	3.9	4.2	3.9	3.7	131/1837	1636/ 7.8	7.4	7.7	94				KSEA-F
13. KRPM A/F	(C)	111/ 3.4	2.2	2.7	4.4	3.3	3.2	152/1779	1393/ 6.7	5.1	5.8	109				KRPM A/F
14. KMGI-F	(AC)	111/ 3.3	3.3	3.9	2.4	3.0	3.2	121/1932	1730/ 8.3	7.7	7.6	176				KMGI-F
15. KNUA-F	(J/NA)	89/ 2.7	1.5	1.7	2.3	1.3	2.1	102/1432	1251/ 6.0	5.1	5.0	156				KNUA-F
16. KZOK-F	(AOR)	83/ 2.5	2.8	3.2	3.0	3.3	2.9	86/1690	1549/ 7.4	7.9	9.0	132				KZOK-F
17. KING	(N/T)	74/ 2.2	1.8	2.0	1.7	2.1	1.9	80/1366	1154/ 5.5	5.2	6.6	41				KING
18. KLSY A/F	(AC)	70/ 2.1	2.7	3.9	3.3	2.8	3.0	74/1691	1555/ 7.4	8.5	8.8	143				KLSY A/F
19. KVI	(O)	63/ 1.9	2.6	2.2	2.5	2.6	2.3	72/1644	1455/ 7.0	7.3	8.8	147				KVI
KLTX-F	(AC)	63/ 1.9	1.8	2.6	2.4	2.7	2.2	64/1413	1362/ 6.5	6.4	6.8	132				KLTX-F
21. KJR	(AC)	45/ 1.4	2.1	2.3	2.3	1.7	2.0	50/ 938	832/ 4.0	6.3	6.0	157				KJR
22. KEZX A/F	(J)	39/ 1.2	1.9	1.9	2.4	1.9	1.9	52/ 970	742/ 3.6	4.5	5.0	167				KEZX A/F
23. KCMS-F	(R/G)	36/ 1.1	2.3	2.1	1.7	1.7	1.8	44/ 917	790/ 3.8	4.1	3.8	145				KCMS-F
24.																
25.																

12+ FM SHARE (METRO): 67.09% (2077 of 3096) (SUM 87: 67.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPLZ-F>>	1. KUBE-F	1. KUBE-F>	1. KIRO	1. KIRO	1. KIRO >	1. KIRO >	1. KUBE-F	1. KIRO	1. KIRO >	1. KIRO >>
2. KUBE-F>>	2. KISW-F>	2. KISW-F	2. KUBE-F	2. KUBE-F<	2. KIXI <	2. KUBE-F	2. KIRO	2. KUBE-F>	2. KPLZ-F	2. KISW-F
3. KISW-F	3. KPLZ-F	3. KIRO	3. KMPX-F+	3. KMPS-F+	3. KMPX-F+	3. KMPS-F+	3. KMPS-F+	3. KISW-F<	3. KUBE-F	3. KPLZ-F<
4.	4. KXRX-F	4. KMPX-F+	4. KMGI-F	4. KBSG-F	4. KOMO <	4. KOMO	4. KISW-F	4. KPLZ-F	4. KISW-F>	4. KMPS-F<
5.	5. KMGI-F	KPLZ-F	5. KISW-F<	KMGI-F	5. KBRD-F	5. KISW-F<	5. KPLZ-F	5. KMPS-F+	5. KING-F	5. KUBE-F<
6.	6. KIRO	6. KXRX-F<	6. KBSG-F	6. KISW-F	6. KING-F	6. KPLZ-F	6. KIXI	6. KOMO	6. KING	6. KOMO <
7.	7. KZOK-F	7. KBSG-F	7. KXRX-F	7. KXRX-F	7. KSEA-F	7. KXRX-F	7. KBRD-F	7. KBSG-F	7. KBRD-F	7. KING
8.	8. KNVA-F	8. KMGI-F	8.	8. KNUA-F	8.	8. KIXI	8. KOMO	8. KBRD-F	KIXI	8.
9.	9.	9.	9.	9. KOMO	9.	9.	9.	9. KIXI	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KUBE-F>>	1. KUBE-F>>	1. KMGI-F	1. KUBE-F>>	1. KUBE-F
2. KPLZ-F>	2. KMGI-F	2. KUBE-F>	2. KMGI-F<	2. KMGI-F
3. KISW-F>	KPLZ-F	3. KISW-F	3. KMPS-F+	3. KMPS-F+
4. KXRX-F	4. KISW-F	4. KIRO	4. KPLZ-F	4. KBSG-F
5. KLTX-F	5. KXRX-F	KLSY-F+	5. KBSG-F	5. KIRO
6. KMPS-F+	6. KLSY-F+	6. KBSG-F	6. KISW-F	6. KBRD-F
7.	7.	KZOK-F	7. KIRO <	7. KING-F
8.	8.	8.	8. KLSY-F+	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KUBE-F	1. KISW-F>	1. KISW-F>	1. KISW-F	1. KIRO
2. KISW-F	2. KUBE-F	2. KXRX-F	2. KIRO	2. KISW-F
3. KPLZ-F>>	3. KXRX-F	3. KIRO	3. KUBE-F	3. KXRX-F
4. KIRO	4. KIRO <	KNUA-F	4. KXRX-F	4. KMPS-F+
KXRX-F	5. KPLZ-F	5. KUBE-F	5. KBSG-F	5. KNUA-F
KZOK-F	6. KZOK-F	6. KZOK-F	6. KPLZ-F	6. KBSG-F<
7. KBSG-F	7. KNUA-F	7.	7. KZOK-F	7. KUBE-F
8.	8.	8.	8.	8. KZOK-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCIS	630	Edmonds	.7/1.9
KGNW	820	Burien	.7/1.8
KJET	1590	Seattle	.7/1.3
KKFX	1250	Seattle	.5/1.9
KRIZ	1420	Renton	.5/ .9
KTAC	850	Tacoma	.4/1.1

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/453 W	, RELIGION	,$ 27.00	(---)	Ostrander-Wilson
KCIS, 630, 5 KW/2.5 KW (DA-2)	, RELIGION	UPI,$ 41.00	(---)	
KEZX, 1150, 5 KW (DA-N)	, JAZZ/VARIOUS	,$ NA	(Republic)	Park
KING, 1090, 50 KW (DA-2)	, NEWS/TALK	NBC,$ 56.00	(MMR)	King
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS,$278.00	(Torbet)	Bonneville
KIXI, 880, 50 KW/1 KW (DA-2)	, NOSTALGIA	,$ 52.00	(Christal)	Noble
KQUL, 1590, 5 KW (DA-2)	, OLDIES	Source,$ 34.00	(Torbet)	SRO
KJR , 950, 5 KW (DA-N)	, AC	,$ 59.00	(HNWH)	Ackerly
KKFX, 1250, 5 KW (DA-N)	, BLACK	APR,$ 36.00	(Roslin)	
KOMO, 1000, 50 KW (DA-N)	, MOR	ABC-I,$160.00	(Katz)	
KVI , 570, 5 KW	, OLDIES	,$ 51.00	(Durpetti)	Golden West

FM STATIONS

KBSG, 97.3, 100 KW @ 700,	OLDIES	,$ 60.00	(Torbet)	Viacom
KCMS, 105.3, 115 KW @ 740,	RELIGION	UPI,$ 48.00	(---)	
KEZX, 98.9, 100 KW @ 1070,	AOR/JAZZ	ABC-E,$ 64.00	(Republic)	Park
KING, 98.1, 100 KW @ 850,	CLASSICAL	,$ 72.00	(MMR)	King
KISW, 99.9, 100 KW @ 1150,	AOR	,$119.00	(Mc-Guild)	Nationwide
KLSY, 92.5, 100 KW @ 1100,	AC	,$ 82.00	(Banner)	Sandusky
KLTX, 95.7, 100 KW @ 1150,	AC	,$ 61.00	(HNWH)	Ackerly
KMGI, 107.7, 100 KW @ 1194,	SOFT AC	,$ 62.00	(Republic)	Noble
KMPS, 94.1, 100 KW @ 1170,	COUNTRY	APR,$110.00	(Mc-Guild)	EZ
KNUA, 106.9, 100 KW @ 819,	JAZZ/NEW AGE	ABC-R,$ 55.00	(HNWH)	Gannett
KPLZ, 101.5, 100 KW @ 1150,	CHR	,$ 83.00	(Durpetti)	Golden West
KSEA, 100.7, 100 KW @ 736,	BTFL/EZ	,$ 79.00	(Torbet)	Bonneville
KRPM, 106.1, 100 KW @ 700,	COUNTRY	,$ 66.00	(Christal)	Heritage
KUBE, 93.3, 100 KW @ 1291,	CHR	,$135.00	(MMR)	Cook Inlet
KYRX, 96.5, 100 KW @ 1223,	AOR	,$ 75.00	(Katz)	Shamrock
KZOK, 102.5, 100 KW @ 1170,	CLASSIC ROCK	,$ 72.00	(Torbet)	SRO
KBRD, 103.7, 100 KW @ 1620,	BTFL/EZ	,$ 74.00	(CBS)	Entercom

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SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 71/501,200

MSA Rank/Pop: 96/590,000
ADI # 108
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 26/13
Diaries: 967/518:1/46.5%
Sample Target: 890
% Below Line: 43.4
% Not Listed: 13.8

1987 Revenue: $10,800,000
HH Inc.: $33,206
Retail $: 4.5 Bil
Pop per Station: 38,554
#1 Biller: WHYN A/F $2,800,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHYN-F (AC)	79/9.5	7.0	8.5	10.6	8.5	8.9	86/1325	1189/23.7	20.3	20.2	117				WHYN-F
2. WTIC-F (CHR)	76/9.2	9.0	9.3	7.1	8.7	8.7	78/1172	1139/22.7	20.4	23.0	72				WTIC-F
3. WMAS-F (AC)	75/9.1	9.8	9.0	8.6	11.5	9.1	78/1131	1073/21.4	18.6	20.5	156				WMAS-F
4. WRCH-F (EZ)	74/8.9	10.0	9.4	9.0	8.9	9.3	78/ 787	748/14.9	15.8	16.3	65				WRCH-F
5. WAQY-F (AOR)	60/7.2	10.3	7.7	10.0	8.2	8.8	67/1175	1048/20.9	21.9	20.9	114				WAQY-F
6. WMAS (BB)	52/6.3	7.1	7.3	8.3	6.9	7.3	52/ 512	509/10.2	11.6	12.4	29				WMAS
7. WHYN (MOR)	46/5.6	8.6	7.1	6.6	7.1	7.0	46/ 718	718/14.3	18.5	18.5	113				WHYN
8. WAAF-F (AOR)	41/5.0	2.0	1.5	2.4	3.3	2.7	45/ 622	557/11.1	8.3	8.2	100				WAAF-F
9. WDRC-F (O)	39/4.7	2.8	3.4	3.2	3.8	3.5	40/ 497	474/ 9.5	10.6	8.2	185				WDRC-F
10. WKSS-F (CHR)	20/2.4	1.1	1.1	1.7	1.3	1.6	20/ 476	476/ 9.5	5.5	7.1	54				WKSS-F
WNNZ (O)	20/2.4	2.2	2.5	3.0	1.2	2.5	20/ 317	285/ 5.7	6.6	4.0	121				WNNZ
12. WIXY (C)	18/2.2	1.7	1.3	1.2	1.6	1.6	19/ 284	271/ 5.4	3.7	5.1	155				WIXY
13. WHMP-F (CHR)	17/2.1	1.9	2.5	2.3	2.0	2.2	20/ 486	429/ 8.6	5.3	5.9	52				WHMP-F
WTIC (MOR)	17/2.1	2.7	2.9	2.5	2.1	2.6	17/ 358	348/ 6.9	6.8	7.9	38				WTIC
15.															

12+ FM SHARE (METRO): 72.97% (521 of 714) (SUM 87: 68.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WTIC-F>>	1. WAQY-F	1. WHYN-F<	1. WMAS-F	1. WMAS-F	1. WRCH-F>	1. WMAS-F	1. WMAS-F	1. WHYN-F	1. WHYN-F	1. WAQY-F
2. WAAF-F	2. WTIC-F	2. WMAS-F	2. WHYN-F	2. WHYN-F	2. WMAS	2. WTIC-F	2. WRCH-F	2. WRCH-F	2. WTIC-F	WHYN-F
3. WHMP-F	3. WHYN-F	3. WAQY-F	3. WAQY-F	3. WDRC-F<	3. WHYN	3. WRCH-F	3. WHYN-F<	3. WTIC-F<	3. WHYN	3. WTIC
4. WAQY-F	4. WMAS-F	WTIC-F	WDRC-F	4. WAQY-F	4. WHYN-F<	4. WHYN-F	4. WAQY-F<	4. WMAS-F	4. WAQY-F	4. WMAS
WKSS-F	5. WAAF-F	5. WDRC-F<	5. WTIC-F	5. WTIC-F<	5. WMAS-F	5. WMAS <	5. WTIC-F	5. WAQY-F	5. WAAF-F	WDRC-F
6. WHYN-F	6. WDRC-F	6. WAAF-F	6. WAAF-F<	6. WHYN	6. WDRC-F	6. WAQY-F	6. WMAS	6. WMAS	6. WHMP-F	WTIC-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WHYN-F>	1. WTIC-F	1. WMAS-F>>	1. WMAS-F	1. WMAS-F>
2. WMAS-F	2. WMAS-F	2. WHYN-F	WTIC-F	2. WHYN-F>
3. WAQY-F	3. WHYN-F	WTIC-F	3. WHYN-F>	3. WTIC-F
4. WKSS-F	4. WAQY-F<	4. WDRC-F	4. WAQY-F	4. WRCH-F
5. WAAF-F	5. WAAF-F	5. WAQY-F	5. WDRC-F	5. WDRC-F
6. WTIC-F	6. WDRC-F	WAAF-F	6. WAAF-F	6. WAQY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAQY-F>>	1. WAQY-F>>	1. WAQY-F>>	1. WAQY-F>	1. WAQY-F<
2. WAAF-F	2. WAAF-F	2. WMAS-F	2. WDRC-F	2. WDRC-F
3. WHYN-F	3. WHYN-F	WAAF-F	3. WAAF-F	3. WMAS-F<
4. WTIC-F	4. WDRC-F	4. WHYN-F	WDRC-F	4. WHYN-F
5. WNNZ	5. WMAS-F	WDRC-F>	5. WMAS-F	5. WHYN
WCCC-AF	WTIC-F	6. WTIC-F	6. WHYN <	6. WAAF-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACE	730	Chicopee	.5/2.6
WARE	1250	Ware	.4/1.5
WHMP	1400	Northampton	1.1/3.5
WREB	930	Holyoke	1.6/3.5
WSPR	1270	Springfield	1.0/5.0
WBZ	1030	Boston	.4/1.8
WCCC	1290	Hartford	---/ .2
WCCC-F	106.9	Hartford	1.3/7.8
WHCN-F	105.9	Hartford	1.3/6.2
WIOF-F	104.1	Waterbury	.5/2.5
WSRS-F	96.1	Worcester	1.3/3.4
WWYZ-F	92.5	Waterbury	.4/1.1

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	
WHYN, 560, 5 KW/1 KW (DA-1)	, MOR/AC	
WIXY, 1600, 5 KW/2.5 KW (DA-1)	, COUNTRY	
WMAS, 1450, 1 KW	, NOSTALGIA	
WNNZ, 640, 50 KW (DA-2)	, OLDIES	
WREB, 930, 500 W (DAYS)	, TALK	

NBC,	$ 18.00	(K & P)	
ABC-I,	$ 33.00	(Mc-Guild)	Wilks-Schwartz
CBS,	$ 16.00	(Katz)	Sunshine
MBS,	$ 29.00	(Banner)	Lapin
US 2,	$ 17.00	(Katz)	
	$ 13.00	(---)	

WAQY-F, 102.1, 27 KW @ 650, AOR	ABC-F,	$ 54.00	(Katz)	Sunshine
WHMP-F, 99.3, 3 KW @ 300, CHR		$ 24.00	(K & P)	
WHYN-F, 93.1, 12 KW @ 1000, AC		$ 60.00	(Mc-Guild)	Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 360, AC		$ 58.00	(Banner)	Lapin

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SYRACUSE

Arbitron Rank/Pop (12+): 62/544,500

MSA Rank/Pop: 74/657,000
ADI # 67
Average Person Ratings: 15.4
Market TSL: 20.75 hours

Stations: 27/21
Diaries: 987/552:1/53.5%
Sample Target: 920
% Below Line: 4.8
% Not Listed: 12.3

1987 Revenue: $15,000,000
HH Inc.: $36,884
Retail $: 4.0 Bil
Pop per Station: 25,929
#1 Biller: WYYY-F $4,300,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYYY-F	(AC)	144/17.2	15.2	13.7	13.5	17.5	14.9	159/2056	1721/31.6	31.8	32.2	149				WYYY-F
2. WSYR	(MOR)	97/11.6	12.2	13.7	11.8	11.7	12.3	106/1537	1285/23.6	23.2	24.8	62				WSYR
3. WNTQ-F	(CHR)	89/10.6	12.8	13.6	13.2	11.8	12.6	121/1691	1288/23.7	26.4	25.0	79				WNTQ-F
4. WSEN A/F	(O)	60/ 7.2	5.8	5.7	3.9	5.3	5.7	64/ 905	774/14.2	14.5	13.1	167				WSEN A/F
5. WKFM-F	(AOR)	56/ 6.7	5.2	5.7	7.0	4.8	6.2	65/1058	755/13.9	12.9	15.0	118				WKFM-F
6. WRHP-F	(EZ)	47/ 5.6	2.9	5.8	5.7	6.2	5.0	58/ 701	539/ 9.9	7.7	13.7	55				WRHP-F
7. WAQX-F	(AOR)	44/ 5.3	9.0	5.6	7.1	8.3	6.8	54/ 984	859/15.8	18.1	16.5	77				WAQX-F
8. WEZG-F	(EZ)	40/ 4.8	6.5	8.2	7.2	7.5	6.7	40/ 545	512/ 9.4	12.1	14.1	60				WEZG-F
9. WHEN	(MOR)	34/ 4.1	5.6	3.5	4.0	4.5	4.3	56/ 955	772/14.2	14.3	14.2	117				WHEN
10. WXRA	(?)	23/ 2.8	.9	1.0	1.4	1.2	1.5	23/ 263	237/ 4.4	3.0	3.3	25				WXRA
11. WSCP A/F	(C)	21/ 2.5	3.3	1.4	1.8	1.8	2.3	27/ 239	165/ 3.0	3.5	2.5	124				WSCP A/F
12. WMHR-F	(R/G)	14/ 1.7	1.2	1.1	2.2	.8	1.6	22/ 260	150/ 2.8	3.1	2.9	100				WMHR-F
WNDR	(BB)	14/ 1.7	2.2	1.6	1.7	2.4	1.8	18/ 360	312/ 5.7	5.3	6.2	141				WNDR
14.																
15.																

12+ FM SHARE (METRO): 74.35% (545 of 733) (SUM 87: 74.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNTQ-F>>	1. WYYY-F>>	1. WYYY-F>>	1. WYYY-F>>	1. WYYY-F>>	1. WSYR >	1. WYYY-F	1. WYYY-F>	1. WYYY-F>	1. WSYR-F	1. WSYR >>
2. WAQX-F+>>	2. WNTQ-F	2. WNTQ-F	2. WSEN-F+	2. WSEN-F+>>	2. WYYY-F	2. WSYR >>	2. WNTQ-F	2. WNTQ-F	2. WNTQ-F	2. WYYY-F>
3.	3. WKFM-F	3. WSEN-F+	3. WKFM-F	3. WNTQ-F	3. WRHP-F	3. WNTQ-F	3. WKFM-F	3. WKFM-F	3. WYYY-F	3. WSEN-F
4.	4. WAQX-F+	4. WKFM-F	WNTQ-F	4. WKFM-F	4. WEZG-F	4. WHEN	4. WEZG-F<	4. WSYR-F	4. WAQX-F	4. WHEN
5.	5. WSEN-F+	5. WAQX-F+	5. WSYR	5. WSYR	5. WSEN-F+	5. WKFM-F	5. WSYR-F	5. WRHP-F	WRHP-F	WSCP-F
						WSEN-F	6. WRHP-F	6. WAQX-F	6. WSEN-F	
							7. WSEN-F	7. WSEN-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WYYY-F>>	1. WYYY-F>>	1. WYYY-F>>	1. WYYY-F>>	1. WYYY-F>>
2. WNTQ-F>	2. WNTQ-F	2. WNTQ-F	2. WNTQ-F	2. WSEN-F+
3. WAQX-F+	3. WKFM-F	3. WKFM-F>	3. WSEN-F+	3. WNTQ-F
WKFM-F>>	4. WSEN-F+	4. WSEN-F+>>	4. WKFM-F	4. WSYR
5. WSEN-F+	5. WAQX-F+	5.	5.	5. WHEN
				WKRM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNTQ-F	1. WYYY-F>	1. WYYY-F>>	1. WYYY-F	1. WYYY-F
2. WAQX-F+	2. WKFM-F	2. WKFM-F>	2. WKFM-F	2. WSEN-F+
3. WKFM-F	3. WAQX-F+	3. WAQX-F+	WSEN-F+	3. WKFM-F
WYYY-F	4. WNTQ-F>	4. WSEN-F+>>	4. WNTQ-F	4. WSYR
WOVR-F	5. WSEN-F+	5. WNTQ-F	5. WAQX-F+	5. WAQX-F+
6. WHEN				WNTQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSGO	1440	Oswego	.5/ .9
WSIV	1540	E. Syracuse	.2/1.0
WOIV-F	105.1	De Ruyter	.5/1.5
WFRG-F	96.1	Rome	1.2/2.3
WKLX-F	98.9	Rochester	.5/1.6
WOUR-F	96.9	Utica	1.3/5.3
WPCX-F	106.9	Auburn	.4/2.3
WRCK-F	107.3	Utica	.5/2.6
WUUU-F	102.5	Rome	.4/1.2

RADIO STATIONS

WHEN, 620, 5 KW/1 KW (DA-N)	, AC/MOR	ABC-E,$ 48.00	(Banner)	Park
WNDR, 1260, 5 KW (DA-N)	, NOSTALGIA	CBS,MBS,$ 17.00	(Mc-Guild)	Osborn
WSYR, 570, 5 KW (DA-2)	, MOR	NBC,$ 75.00	(Katz)	New City
WAQX-F, 95.7, 3 KW @ 300, AOR		ABC-R,$ 45.00	(MMR)	Atlantic Ventures
WEZG-F, 100.9, 3 KW @ 165, BTFL/EZ		,$ 31.00	(Durpetti)	
WKFM-F, 104.7, 50 KW @ 500, CLASSIC ROCK		Source,$ 33.00	(Christal)	Wilks-Schwartz
WMHR-F, 102.9, 20 KW @ 780, RELIGION		,$ 8.00	(---)	
WNTQ-F, 93.1, 97 KW @ 660, CHR		,$ 50.00	(Mc-Guild)	Osborn
WRHP-F, 107.9, 50 KW @ 500, BTFL/EZ		ABC-D,$ 40.00	(Banner)	Park
WSEN-F, 92.1, 3 KW @ 300, OLDIES		,$ 30.00	(HNWH)	Buckley (BALDWINSVILLE)
WYYY-F, 94.5, 100 KW @ 650, AC		,$100.00	(Katz)	New City
WSCP-F, 101.7, 3 KW @ 300, COUNTRY		,$ NA	(---)	(PULASKI)

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TAMPA - ST. PETERSBURG

Arbitron Rank/Pop (12+): 22/1,701,000

MSA Rank/Pop: 22/1,960,000
ADI # 14
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 28/23
Diaries: 1501/1133:1/51.5%
Sample Target: 1530
% Below Line: 10.4
% Not Listed: 10.1

1987 Revenue: $52,000,000
HH Inc.: $29,007
Retail $: 13.3 Bil
Pop per Station: 73,956
#1 Biller: WRBQ A/F $16,500,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRBQ-F	(CHR)	457/16.1	16.7	16.6	14.5	16.9	16.0	556/6411	5168/30.4	30.0	30.0	104				WRBQ-F
2. WYNF-F	(AOR)	209/ 7.4	7.0	5.9	4.8	6.5	6.3	319/3405	2393/14.1	12.4	13.9	118				WYNF-F
3. WQYK A/F	(C)	195/ 6.9	8.0	8.7	8.0	5.3	7.9	235/2500	2079/12.2	13.3	11.3	132				WQYK A/F
4. WWRM-F	(EZ)	168/ 5.9	9.6	10.5	10.8	10.3	9.2	195/3088	2613/15.4	15.9	17.4	83				WWRM-F
5. WNLT-F	(AC)	167/ 5.9	4.0	5.2	4.0	3.9	4.8	186/2555	2183/12.8	11.1	9.9	122				WNLT-F
6. WDUV-F	(EZ)	164/ 5.8	3.0	3.0	3.2	2.6	3.8	280/2789	1697/10.0	8.3	6.2	33				WDUV-F
7. WUSA-F	(AC)	162/ 5.7	6.0	5.2	4.8	5.0	5.4	169/2391	2180/12.8	12.8	11.6	191				WUSA-F
8. WFLA	(T)	133/ 4.7	5.9	4.4	5.1	3.7	5.0	185/2190	1758/10.3	10.0	9.6	38				WFLA
9. WKRL-F	(AOR)	109/ 3.8	4.0	3.8	3.2	4.8	3.7	131/2147	1728/10.2	8.7	10.0	176				WKRL-F
10. WGUL A/F	(BB)	105/ 3.7	3.3	3.2	5.2	3.4	3.9	105/1368	1368/ 8.0	6.8	7.0	16				WGUL A/F
WDAE	(BB)	105/ 3.7	2.1	2.9	2.2	3.7	2.7	105/1045	1045/ 6.1	4.6	7.0	35				WDAE
12. WFLZ-F	(AC)	83/ 2.9	4.6	4.7	4.1	3.9	4.1	166/2365	1501/ 8.8	11.7	7.9	128				WFLZ-F
13. WSUN	(C)	67/ 2.4	3.7	3.4	2.7	3.3	3.1	78/1413	1022/ 6.0	7.3	7.5	88				WSUN
14. WTMP	(B)	64/ 2.3	2.3	1.8	1.7	2.0	2.0	64/ 786	766/ 4.5	2.8	5.1	78				WTMP
15. WTKN	(T)	51/ 1.8	1.1	2.6	3.7	3.4	2.3	84/ 906	689/ 4.1	4.2	7.3	39				WTKN
16. WLFF	(BB)	45/ 1.6	.4	.5	.6	.6	.8	47/ 412	389/ 2.3	1.4	1.6	0				WLFF
WHVE-F	(J/NA)	45/ 1.6	2.0	1.8	2.2	1.7	1.9	62/1328	826/ 4.9	5.6	4.8	188				WHVE-F
18. WHBO	(O)	39/ 1.4	1.0	1.3	.9	2.1	1.2	39/ 491	451/ 2.7	2.1	3.0	136				WHBO
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 76.09% (1941 of 2551) (SUM 87: 73.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRBQ-F>>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F	1. WRBQ-F	1. WQYK-F+	1. WRBQ-F>>	1. WRBQ-F>	1. WRBQ-F>>	1. WRBQ-F>	1. WFLA
2.	2. WYNF-F>	2. WYNF-F	2. WUSA-F	2. WUSA-F	2. WDUV-F	2. WQYK-F+	2. WDUV-F	2. WYNF-F	2. WNLT-F	2. WRBQ-F
3.	3. WNLT-F	3. WUSA-F	3. WYNF-F	3. WQYK-F	3. WWRM-F	3. WYNF-F	3. WUSA-F	3. WNLT-F	3. WFLA	3. WTKN
4.	4. WKRL-F	4. WNLT-F	4. WQYK-F+	4. WYNF-F	4. WRBQ-F<	4. WUSA-F	4. WWRM-F<	4. WQYK-F+	WYNF-F	4. WQYK-F
5.	WUSA-F	5. WKRL-F	5. WKRL-F	5. WNLT-F	5. WFLA	5. WWRM-F	5. WQYK-F+	5. WWRM-F<	5. WQYK-F+	WWRM-F
6.	6.	6. WQYK-F+	6.	6. WKRL-F	6. WDAE	6. WDUV-F	6. WYNF-F	6. WUSA-F	6.	6. WNLT-F
7.	7.	7.	7.	7.	WGUL-F+	7. WFLA	7. WNLT-F	7.	7.	
8.	8.	8.	8.	8.		8.	8.	8.	8.	
9.	9.	9.	9.	9.		9.	9.	9.	9.	
10.	10.	10.	10.	10.		10.	10.	10.	10.	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WRBQ-F>>	1. WRBQ-F>>	1. WUSA-F<	1. WRBQ-F>	1. WRBQ-F
2. WYNF-F	2. WUSA-F	2. WRBQ-F	2. WUSA-F	2. WUSA-F>
3. WNLT-F	3. WNLT-F	3. WNLT-F>	3. WNLT-F>	3. WNLT-F
4. WTMP	4.	4. WYNF-F	4. WQYK-F+	WQYK-F+>
5. WUSA-F	5.	5. WKRL-F	WYNF-F	5. WWRM-F
6. WKRL-F	6.	6.	6.	6.
WWRM-F	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRBQ-F	1. WRBQ-F+>>	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F
WYNF-F>>	WYNF-F	WYNF-F>>	2. WYNF-F	2. WYNF-F>
3. WNLT-F	3. WKRL-F	3. WKRL-F	3. WKRL-F	3. WKRL-F<
4. WKRL-F	4. WNLT-F	4. WUSA-F	4. WNLT-F	4. WQYK-F+
5.	5.	5. WNLT-F	5. WQYK-F+	5. WUSA-F
6.	6.	WQYK-F	6. WUSA-F	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMA	1550	Tampa	.9/ .9
WLVU-F	106.3	Holiday	1.0/2.9
WRBQ	1380	St. Petersburg	.5/3.4
WRXB	1590	St. Petersburg	1.1/2.2
WXCR-F	92.1	Safety Harbor	1.0/3.1
WPCV-F	97.5	Winter Haven	.4/1.4
WCAT-F	106.7	Leesburg	.8/1.8
WMMZ-F	93.7	Ocala	.8/1.6

RADIO STATIONS

AM STATIONS

WAMA, 1550, 10 KW (DAYS)	HISPANIC	UPI,$ 25.00	(Caballero)		
WDAE, 1250, 5 KW (DA-N)	NOSTALGIA	ABC-I,$ 58.00	(Mc-Guild)	Gannett	
WFLA, 970, 5 KW (DA-2)	TALK	NBC,$ 46.00	(Durpetti)	Jacor	
WHBO, 1040, 5 KW (DAYS)	OLDIES	,$ 40.00	(Mc-Guild)	Metroplex	
WLFF, 680, 1 KW (DAYS)	NOSTALGIA	,$ 27.00	(Christal)	Century	
WQBN, 1300, 5 KW/1 KW (DA-2)	HISPANIC	,$ 19.00	(Katz Hisp.)		
WRBQ, 1380, 5 KW (DA-N)	CHR	ABC-F,$ NA	(Eastman)	Edens	
WRXB, 1590, 5 KW/1 KW (DA-2)	BLACK	NBN,$ 25.00	(Lazar)		
WSUN, 620, 10 KW (DA-N)	COUNTRY	CBS,ABC-E,$ 72.00	(CBS)	CBS	
WTAN, 1340, 1 KW (DA-1)	MOR	,$ 22.00	(---)		
WTKN, 570, 5 KW/10 KW (DA-2)	TALK/NEWS	CBS,MBS,$ 51.00	(HNWH)	Susquehanna	
WTMP, 1150, 5 KW/2.5 KW (DA-2)	BLACK	SBN,$ 33.00	(HNWH)		

FM STATIONS

WFLZ, 93.3, 100 KW @ 940,	AC	,$ 60.00	(Durpetti)	Jacor	
WGUL, 105.5, 3 KW @ 300,	NOSTALGIA	MBS,$ 42.00	(Roslin)	Marcocci	
WKRL, 97.9, 100 KW @ 639,	CLASSIC ROCK	Source,$ 78.00	(Christal)	Sandusky	
WNLT, 95.7, 100 KW @ 650,	AC	,$ 70.00	(Mc-Guild)	Metroplex	
WQYK, 99.5, 100 KW @ 550,	COUNTRY	,$110.00	(Katz)	Infinity	
WRBQ, 104.7, 100 KW @ 555,	CHR	ABC-F,$280.00	(Eastman)	Edens	
WUSA, 100.7, 100 KW @ 630,	AC	,$104.00	(Mc-Guild)	Gannett	
WWBA, 107.3, 100 KW @ 649,	BTFL/EZ	,$101.00	(Republic)	Cox	
WXCR, 92.1, 2 KW @ 400,	CLASSICAL	UPI,$ 40.00	(CMBS)	Entercom	
WYNF, 94.9, 100 KW @ 1360,	AOR	ABC-R,$ 88.00	(CBS)	CBS	
WHVE, 102.5, 100 KW @ 570,	JAZZ/NEW AGE/AC	,$ 46.00	(HNWH)	Susquehanna	(SARASOTA)

WDUV - See Sarasota

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TOLEDO

Arbitron Rank/Pop (12+): 70/502,300

MSA Rank/Pop: 81/614,000
ADI # 64
Average Person Ratings: 15.4
Market TSL: 20.5 hours

Stations: 22/12
Diaries: 1130/445:1/53.0%
Sample Target: 1010
% Below Line: 17.5
% Not Listed: 12.1

1987 Revenue: $14,400,000
HH Inc.: $32,816
Retail $: 4.9 Bil
Pop per Station: 41,853
#1 Biller: WMHE-F $3,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMHE-F (CHR)	84/10.8	11.0	15.4	15.3	13.3	13.1	159/2454	1402/27.9	31.0	35.2	107				WMHE-F
2. WKKO-F (C)	82/10.6	14.4	9.5	10.0	8.5	11.1	128/1354	885/17.6	21.5	17.2	136				WKKO-F
3. WIOT-F (AOR)	80/10.3	9.6	8.8	9.7	10.0	9.6	137/1985	1221/24.3	21.2	21.3	116				WIOT-F
4. WLQR-F (EZ)	63/ 8.1	11.5	9.8	10.2	12.1	9.9	88/1203	822/16.4	18.8	19.4	77				WLQR-F
5. WRQN-F (CHR)	56/ 7.2	5.7	6.3	5.2	5.0	6.1	74/1274	971/19.3	18.5	17.3	50				WRQN-F
WSPD (MOR)	56/ 7.2	6.2	8.3	6.5	7.6	7.1	61/ 948	810/16.1	16.3	18.4	50				WSPD
7. WWWM-F (AC)	48/ 6.2	8.7	6.2	7.9	6.3	7.3	73/1058	788/15.7	18.9	17.8	158				WWWM-F
8. WJR (MOR)	43/ 5.5	4.2	4.0	6.9	7.2	5.2	110/1647	675/13.4	12.3	16.3	71				WJR
9. WVOI (B)	42/ 5.4	3.9	3.2	4.3	3.8	4.2	42/ 380	380/ 7.6	7.0	7.5	124				WVOI
10. CKLW (BB)	33/ 4.3	3.1	3.8	2.7	3.6	3.5	70/ 899	420/ 8.4	7.5	8.5	49				CKLW
11. WTOD (C)	23/ 3.0	4.8	4.8	4.7	3.4	4.3	25/ 489	398/ 7.9	11.2	8.0	77				WTOD
12. WCWA (O)	22/ 2.8	3.4	3.8	2.7	3.2	3.2	29/ 430	354/ 7.0	8.5	8.5	175				WCWA
13.															
14.															
15.															

12+ FM SHARE (METRO): 67.40% (459 of 681) (SUM 87: 66.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRQN-F>>	1. WIOT-F	1. WIOT-F<	1. WKKO-F<	1. WKKO-F	1. WKKO-F<	1. WKKO-F	1. WMHE-F	1. WIOT-F	1. WIOT-F<	1. WSPD >>
2. WMHE-F>	2. WMHE-F>	2. WMHE-F	2. WIOT-F	2. WIOT-F<	2. WLQR-F	2. WMHE-F<	2. WKKO-F<	WMHE-F	2. WJR	2. WIOT-F<
3. WIOT-F	3. WRQN-F	3. WKKO-F	3. WMHE-F	3. WMHE-F	3. WSPD >	3. WSPD	3. WIOT-F	3. WKKO-F	3. WMHE-F<	3. WVOI <
4.	4. WWWM-F	4. WWWM-F>	4. WWWM-F>	4. WNWM-F>	4. WJR	4. WLQR-F	4. WLQR-F	4. WRQN-F	4. WRQN-F<	4. WKKO-F
5.	5. WKKO-F	5. WRQN-F	5. WVOI	5. WVOI	5. CKLW	5. WIOT-F	5. WWWM-F	5. WLQR-F	5. WSPD	5.
								6. WWWM-F	6. WVOI	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WMHE-F>	1. WMHE-F>	1. WMHE-F	1. WMHE-F>	1. WKKO-F
2. WRQN-F	2. WIOT-F>	2. WIOT-F	2. WKKO-F<	2. WMHE-F>
3. WIOT-F>>	3. WWWM-F	3. WWWM-F>>	3. WIOT-F	3. WIOT-F
4. WWWM-F	WRQN-F>	4. WKKO-F>	4. WWWM-F	WWWM-F
WKKO-F	5. WKKO-F	5. WRQN-F	5. WRQN-F	5. WLQR-F
			6. WLQR-F	6. WVOI

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIOT-F>>	1. WIOT-F>>	1. WIOT-F>>	1. WIOT-F>	1. WIOT-F
2. WMHE-F	2. WMHE-F	2. WKKO-F	2. WMHE-F	2. WKKO-F
3. WVOI	3. WKKO-F	3. WMHE-F	3. WKKO-F	3. WWWM-F
4. WRQN-F	4. WRQN-F	WWWM-F>	4. WWWM-F	4. WMHE-F
5.	5. WWWM-F	5. WRQH-F	5. WVOI	5. WCWA
	WVOI			WVOI
				WJR

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOHO	1470	Toledo	.4/2.6
WTWR-F	98.3	Monroe	.4/1.5
CKMR-F	93.9	Windsor	.6/3.6
WHMQ-F	100.5	Findlay	.4/ .9
WHYT-F	96.3	Detroit	.6/1.9
WIQB-F	102.9	Ann Arbor	.4/3.2
WJLB-F	97.9	Detroit	1.0/2.7
WJZZ-F	105.9	Detroit	.5/1.2
WLLZ-F	98.7	Detroit	.5/3.0
WRIF-F	101.1	Detroit	1.4/5.5

RADIO STATIONS

WCWA, 1230, 1 KW	, OLDIES	MBS,CBS,$ 20.00	(Mc-Guild) Reams
WOHO, 1470, 1 KW (DA-2)	, AC/OLDIES	,$ 17.00	(Durpetti)
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC,$ 50.00	(Katz) Commonwealth
WTOD, 1560, 5 KW (DAYS,DA)	, COUNTRY	ABC-I,$ 31.00	(MMR) Booth
WVOI, 1520, 1 KW (DA-2)	, BLACK	SBN,$ 19.00	(Roslin)

WIOT-F, 104.7, 37 KW @ 655, AOR		Source,$ 60.00	(Mc-Guild) Reams
WKKO-F, 99.9, 50 KW @ 500, COUNTRY		ABC-E,$ 46.00	(MMR) Booth
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ		,$ 50.00	(Katz) Commonwealth
WMHE-F, 92.5, 50 KW @ 480, CHR		ABC-F,$ 74.00	(Christal) Noble
WRQN-F, 93.5, 3 KW @ 300, CHR		,$ 25.00	(Republic)
WWWM-F, 105.5, 2.7 KW @ 300, AC		,$ 43.00	(Durpetti)

(BOWLING GREEN)

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TUCSON

Arbitron Rank/Pop (12+): 65/522,700

MSA Rank/Pop: 79/626,000
ADI # 83
Average Person Ratings: 16.5
Market TSL: 22.5 hours

Stations: 23/20
Diaries: 958/546:1/57.0%
Sample Target: 880
% Below Line: 3.8
% Not Listed: 10.7

1987 Revenue: $16,000,000
HH Inc.: $27,740
Retail $: 3.7 Bil
Pop per Station: 26,135
#1 Biller: KRQQ-F $2,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F (CHR)	193/22.4	20.5	19.3	15.8	11.2	19.5	230/2093	1772/33.9	34.6	26.0	62				KRQQ-F
2. KIIM-F (C)	88/10.2	11.2	10.4	8.5	11.3	10.1	105/1145	1005/19.2	19.6	19.6	137				KIIM-F
3. KLPX-F (AOR)	76/ 8.8	7.6	8.7	9.2	7.6	8.6	86/ 991	882/16.9	19.2	18.1	125				KLPX-F
4. KWFM-F (AC)	72/ 8.4	9.0	9.2	9.5	11.2	9.0	74/1063	1027/19.6	19.0	23.5	142				KWFM-F
5. KJYK-F (EZ)	71/ 8.2	9.5	10.4	12.6	12.0	10.2	74/ 925	851/16.3	14.9	22.6	70				KJYK-F
6. KNST (N/T)	26/ 3.0	3.7	3.6	4.0	4.3	3.6	26/ 469	409/ 7.8	8.2	10.8	97				KNST
7. KAIR (O)	23/ 2.7	2.4	2.2	2.7	2.6	2.5	23/ 328	328/ 6.3	6.4	8.1	167				KAIR
8. KCUB (C)	21/ 2.4	3.7	3.5	4.2	4.6	3.5	21/ 352	352/ 6.7	8.5	9.1	71				KCUB
9. KAWV-F (J/NA)	19/ 2.2	1.4	.9	---	---	1.1	19/ 314	296/ 5.7	3.7	---	205				KAWV-F
KGVY (BB)	19/ 2.2	1.9	2.8	2.5	3.2	2.4	22/ 181	164/ 3.1	3.9	4.4	0				KGVY
11. KXEW (SP)	18/ 2.1	2.5	2.1	1.8	1.9	2.1	18/ 164	164/ 3.1	4.7	4.0	148				KXEW
12. KTKT (AC)	16/ 1.9	1.2	1.6	1.6	1.7	1.6	22/ 350	283/ 5.4	4.0	5.5	137				KTKT
KQTL (SP)	16/ 1.9	1.4	2.8	.8	3.3	1.7	16/ 133	103/ 2.0	2.5	5.0	89				KQTL
14. KTUC (T)	15/ 1.7	1.8	1.2	2.7	1.5	1.9	15/ 296	296/ 5.7	6.0	4.9	41				KTUC
KVOI (R)	15/ 1.7	.9	1.6	.6	.7	1.2	15/ 147	131/ 2.5	2.2	2.7	141				KVOI
16. KCEE (O)	14/ 1.6	2.2	1.2	1.6	3.1	1.7	24/ 422	254/ 4.9	4.5	7.6	150				KCEE

12+ FM SHARE (METRO): 72.60% (559 of 770) (SUM 87: 66.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRQQ-F>>	1. KRQQ-F>>	1. KRQQ-F>	1. KIIM-F<	1. KIIM-F<	1. KJYK-F>	1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F>>	1. KRQQ-F>>	1. KRQQ-F<
2.	2. KLPX-F>	2. KLPX-F	2. KRQQ-F	2. KRQQ-F	2. KIIM-F>	2. KIIM-F	2. KIIM-F	2. KIIM-F	2. KIIM-F	2. KIIM-F
3.	3. KWFM-F	3. KIIM-F<	3. KWFM-F	3. KWFM-F	3. KRQQ-F	3. KWFM-F<	3. KLPX-F<	3. KLPX-F	3. KLPX-F	KNST
4.	4. KIIM-F>	4. KWFM-F	4. KLPX-F	4. KLPX-F	4. KWFM-F	4. KCPX-F	4. KJYK-F	4. KWFM-F>	4. KWFM-F	4.
5.	5. KUPD-F	5.	5.	5.	5. KNST	5. KJYK-F	5. KWFM-F	5. KJYK-F	5. KJYK-F	5.
						6. KNST				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KRQQ-F>>	1. KRQQ-F>>	1. KRQQ-F	1. KRQQ-F>>	1. KRQQ-F
2. KLPX-F	2. KWFM-F	2. KWFM-F>	2. KWFM-F	2. KIIM-F
KWFM-F>	3. KLPX-F	3. KIIM-F	3. KIIM-F>	3. KWFM-F>
4. KIIM-F	4. KIIM-F>	KXEW	4. KLPX-F	4. KJYK-F>
5. KUPD-F	5. KXEW	5. KLPX-F	5.	5. KXEW
		6. KAWV-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRQQ-F>>	1. KRQQ-F	1. KLPX-F>>	1. KRQQ-F	1. KLPX-F
2. KLPX-F	2. KLPX-F>>	2. KIIM-F	2. KLPX-F>	2. KIIM-F
3. KUPD-F	3. KIIM-F>	3. KRQQ-F>	3. KIIM-F	3. KWFM-F
4. KIIM-F	4. KWFM-F	4. KWFM-F	4. KWFM-F>>	4. KRQQ-F
KWFM-F	KUPD-F	5. KUPD-F	5. KAIR	5. KAIR
6. KFXX-F		6. KAWV-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFXX-F	92.1	Green Valley	1.2/4.7
KMMR	1330	Tucson	1.5/2.9
KXMG-F	98.3	Marana	.3/1.2
KNIX-F	102.5	Phoenix	.2/1.6
KUPD-F	97.9	Tempe	2.9/6.3

RADIO STATIONS

KAIR, 1490, 1 KW (DA-1)	, OLDIES	NBC,$ 21.00	(Christal)	Duchossois	
KCEE, 790, 5 KW/500 W (DA-2)	, OLDIES	SMN,$ 18.00	(MMR)	American	
KCUB, 1290, 1 KW	, COUNTRY	,$ 36.00	(Katz,		
KGVY, 1080, 1 KW (DAYS)	, NOSTALGIA	APR,$ 17.00	(---)		(GREEN VALLEY)
KJMM, 580, 5 KW/500 W (DA-2)	, NEW AGE/JAZZ	,$ 14.00	(---)		
KMRR, 1330, 2 KW/5 KW (DA-2)	, NOSTALGIA	SMN,$ 14.00	(Republic)		
KNST, 940, 1 KW/250 W	, TALK/NEWS	MBS,ABC-I,$ 28.00	(Mc-Guild)	Nationwide	
KQTL, 1210, 10 KW/500 W (DA-2)	, HISPANIC	,$ 16.00	(Caballero)		
KTKT, 990, 10 KW/1 KW (DA-N)	, SOFT AC	UPI,Trans,$ 17.00	(HNWH)	Lotus	
KTUC, 1400, 1 KW	, TALK/NEWS	CBS,CNN,$ 20.00	(Roslin)		
KTZR, 1450, 1 KW	, AOR	,$ 15.00	(K & P)		
WVOI, 690, 250 W (DAYS)	, RELIGION	,$ 10.00	(---)		
KXEW, 1600, 1 KW (DA-N)	, HISPANIC	,$ 21.00	(Lotus)		
KAVW-F, 103.1, .6 KW @ 610	, JAZZ/NEW AGE (?)	,$ 13.00	(Republic)		(ORACLE)
KFXX-F, 92.1, 2 KW @ 445	, URBAN/CHR	,$ 17.00	(K & P)		(GREEN VALLEY)
KIIM-F, 99.5, 96 KW @ 2000	, COUNTRY	,$ 41.00	(Katz)		
KJYK-F, 94.9, 97 KW @ 1952	, BTFL/EZ	,$ 43.00	(Christal)	Duchossois	
KLPX-F, 96.1, 93 KW @ 505	, AOR	,$ 34.00	(HNWH)	Lotus	
KROQ-F, 93.7, 100 KW @ 2362	, CHR	,$ 60.00	(Mc-Guild)	Nationwide	
KWFM-F, 92.9, 93 KW @ 2036	, AC	CBS-R,$ 44.00	(MMR)	American	
KXMG-F, 98.3, 3 KW @ 300	, HISPANIC	,$ 14.00	(---)		(MARANA)

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TULSA

Arbitron Rank/Pop (12+): 57/648,300

MSA Rank/Pop: 67/757,000
ADI # 54
Average Person Ratings: 14.7
Market TSL: 19.5

Stations: 20/20
Diaries: 1069/606:1/51.9%
Sample Target: 970
% Below Line: 0
% Not Listed: 8.9

1987 Revenue: $18,000,000
HH Inc.: $30,604
Retail $: 4.7 Bil
Pop per Station: 32,415
#1 Biller: KWEN-F $2,800,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMOD-F (AOR)	116/12.2	13.1	12.5	13.8	14.9	12.9	154/1814	1393/21.5	22.1	20.8	98				KMOD-F
2. KRMG (MOR)	96/10.1	9.4	8.7	10.2	9.0	9.6	113/1567	1170/18.0	20.3	20.9	101				KRMG
3. KAYI-F (CHR)	93/ 9.8	10.4	10.1	9.0	10.2	9.8	155/1844	1284/19.8	21.8	21.1	99				KAYI-F
4. KBEZ-F (EZ)	86/ 9.1	8.2	8.8	7.8	7.9	8.5	154/1548	1045/16.1	16.3	15.6	76				KBEZ-F
KWEN-F (C)	86/ 9.1	12.1	12.9	12.8	10.3	11.7	117/1561	1117/17.2	22.6	21.9	135				KWEN-F
6. KVOO (C)	82/ 8.6	9.7	8.4	7.4	9.1	8.5	116/1570	1009/15.6	14.8	17.9	83				KVOO
7. KMYZ-F (CHR)	53/ 5.6	6.1	5.7	4.4	3.6	5.5	82/1574	1082/16.7	17.1	13.6	77				KMYZ-F
8. KRAV-F (AC)	48/ 5.1	5.6	6.7	6.8	5.7	6.1	56/ 939	742/11.4	15.2	16.6	135				KRAV-F
9. KVOO-F (C)	42/ 4.4	2.3	1.3	1.4	1.8	2.4	54/ 946	596/ 9.2	7.0	6.0	89				KVOO-F
10. KQMJ-F (AC)	38/ 4.0	3.0	2.6	3.2	2.2	3.2	56/ 846	660/10.2	8.0	7.9	168				KQMJ-F
11. KVLT-F (AC)	34/ 3.6	2.7	2.9	3.7	4.1	3.2	47/ 915	659/10.2	8.5	9.2	133				KVLT-F
12. KTFX-F (C)	30/ 3.2	3.2	4.7	4.7	5.2	4.0	59/ 832	488/ 7.5	10.9	11.5	116				KTFX-F
13. KCMA-F (CL)	16/ 1.7	1.0	1.2	.9	1.6	1.2	17/ 184	169/ 2.6	2.9	3.2	112				KCMA-F
14.															
15.															

12+ FM SHARE (METRO): 75.49% (653 of 865) (SUM 87: 65.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KAYI-F>>	1. KMOD-F>>	1. KMOD-F>	1. KMOD-F	1. KWEN-F<	1. KBEZ-F<	1. KRMG	1. KBEZ-F	1. KMOD-F>	1. KAYI-F<	1. KRMG
2. KMOD-F	2. KAYI-F	2. KWEN-F	2. KWEN-F	2. KMOD-F	2. KRMG	2. KWEN-F	2. KMOD-F	2. KAYI-F	2. KMOD-F>	2. KVOO <
3. KMYZ-F+	3. KMYZ-F+	3. KAYI-F	3. KRMG	3. KRMG	3. KVOO	3. KVOO	3. KWEN-F<	3. KWEN-F	3. KVOO	3. KWEN-F
4.	4. KWEN-F	KKMG	4. KQMJ-F	4. KVOO	4. KWEN-F	4. KMOD-F	4. KRMG-F<	4. KRMG	4. KRMG	
5.	5. KRAV-F	5. KMYZ-F+	KRAV-F	5. KBEZ-F	5.	5. KBEZ-F	5. KVOO	5. KBEZ-F	5. KWEN-F	5.
	6. KQMJ-F	6. KRAV-F	6. KAYI-F<	KRAV-F<		6. KAYI-F	6. KAYI-F	6. KVOO	6. KBEZ-F	
	7. KVOO-F	7. KQMJ-F	7. KBEZ-F	7. KQMJ-F					7. KMYZ-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KMOD-F>	1. KMOD-F>	1. KQMJ-F	1. KWEN-F	1. KWEN-F
2. KMYZ-F+	2. KAYI-F<	KRAV-F	2. KMOD-F	2. KQMJ-F
3. KVOO-F	3. KMYZ-F+	3. KMOD-F	3. KAYI-F	3. KAYI-F
4. KAYI-F	4. KRAV-F	KWEN-F	4. KMYZ-F+	KBEZ-F
5.	KWEN-F	5. KAYI-F	KQMJ-F	KRAV-F<
	6. KQMJ-F	6. KMYZ-F+	6. KRAV-F	6. KRMG
	7. KVOO-F	7. KTFX-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMOD-F>>	1. KMOD-F>>	1. KMOD-F>>	1. KMOD-F>>	1. KMOD-F>
2. KAYI-F	2. KAYI-F	2. KRMG >	2. KWEN-F	2. KRMG
KMYZ-F+	>3. KRMG	3. KWEN-F	3. KRMG	3. KWEN-F
4. KWEN-F>	KWEN-F	4. KAYI-F	4. KAYI-F	4. KVOO
5. KTFX-F	5. KMYZ-F+	KRAV-F	5. KMYZ-F+	5. KVLT-F
		KVLT-F	6. KVOO	6. KBEZ-F
				KRAV-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAKC	1300	Tulsa	.5/2.5
KCFO	970	Tulsa	.9/2.5
KGTO	1050	Tulsa	.4/1.1
KWPR	1270	Claremore	.5/1.0
KXOJ	1550	Sapulpa	1.2/2.5
KXOJ-F	100.9	Sapulpa	1.2/3.0

RADIO STATIONS

KAKC, 1300, 5 KW/1 KW (DA-2)	, OLDIES	,$ 15.00	(HNWH)	Clear Channel	
KCFO, 970, 2.5 KW/1 KW (DA-2)	, RELIGION	,$ 12.00	(---)	Salem	
KGTO, 1050, 1 KW (DAYS,DA)	, OLDIES	US 1,$ 15.00	(Torbet)		
KRMG, 740, 50 KW/25 KW (DA-2)	, MOR	ABC-I,$ 54.00	(Katz)	New City	
KSKS, 1430, 5 KW (DA-N)	, COUNTRY	,$ 16.00	(Durpetti)	Federated	
KVOO, 1170, 50 KW (DA-N)	, COUNTRY	CNN,$ 52.00	(Mc-Guild)		
KAYI-F, 106.9, 100 KW @ 1010, CHR		ABC-F,$ 68.00	(Katz)	Narragansett	(MUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 680, BTFL/EZ		ABC-D,$ 53.00	(Republic)	ML Partners	
KCMA-F, 92.1, -3 KW @ 300, CLASSICAL		,$ 21.00	(CMBS)		
KMOD-F, 97.5, 100 KW @ 1330, AOR		,$ 62.00	(HNWH)	Clear Channel	
KQMJ-F, 99.5, 100 KW @ 984, AC		,$ 30.00	(Christal)	Swanson	
KRAV-F, 96.5, 100 KW @ 1329, AC		,$ 58.00	(Torbet)		
KTFX-F, 103.3, 100 KW @ 1280, COUNTRY		,$ 42.00	(MMR)		
KUSO-F, 98.5, 100 KW @ 650, COUNTRY		,$ 26.00	(Mc-Guild)		
KWEN-F, 95.5, 100 KW @ 1328, COUNTRY		APR,$ 77.00	(Katz)	New City	
KMYZ-F, 104.5, 78 KW @ 1300, CHR		ABC-R,$ 31.00	(Eastman)	Shamrock-Lynett	(PRYOR)
KVLT-F, 106.1, 100 KW @ 1315, AC		,$ 32.00	(Durpetti)	Federated	(OWASSO)

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WASHINGTON, DC

Arbitron Rank/Pop (12+): 9/3,006,900

MSA Rank/Pop: 7/3,580,000
ADI # 9
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 38/31
Diaries: 2050/1467:1/49.6%
Sample Target: 2050
% Below Line: 2.8
% Not Listed: 11.4

1987 Revenue: $126,000,000
HH Inc.: $46,665
Retail $: 28.6 Bil
Pop per Station: 96,997
#1 Biller: WMAL $14,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WMZQ A/F	(C)	395/7.6	7.3	5.7	7.3	5.4	7.0	457/5261	4299/14.3	15.5	11.8	121				WMZQ A/F
2.	WGAY-F	(EZ)	311/6.0	6.6	8.1	7.4	6.7	7.0	338/3986	3507/11.7	14.7	13.6	77				WGAY-F
3.	WWDC-F	(AOR)	296/5.7	5.1	5.1	5.6	4.7	5.4	405/6625	4658/15.5	16.8	12.9	104				WWDC-F
4.	WKYS-F	(B/U)	284/5.5	6.4	6.2	6.5	5.1	6.2	300/3981	3631/12.1	12.8	12.8	111				WKYS-F
5.	WPGC A/F	(U/CHR)	269/5.2	5.8	4.7	5.1	4.5	5.2	328/4687	3870/12.9	13.2	11.5	75				WPGC A/F
6.	WAVA-F	(CHR)	268/5.2	4.8	5.2	4.5	6.1	4.9	307/5470	4627/15.4	16.8	18.6	73				WAVA-F
	WHUR-F	(B/U)	268/5.2	5.3	5.2	5.0	5.3	5.2	289/4139	3694/12.3	12.4	14.2	108				WHUR-F
8.	WMAL	(MOR)	246/4.7	5.3	6.2	6.5	6.6	5.7	270/3942	3650/12.1	14.3	14.2	79				WMAL
9.	WCXR-F	(AOR)	236/4.6	3.9	3.4	4.0	3.8	4.0	274/4640	4104/13.6	12.7	11.2	104				WCXR-F
10.	WRQX-F	(CHR)	227/4.4	3.8	3.8	4.3	4.8	4.1	284/5174	3919/13.0	13.5	15.3	73				WRQX-F
11.	WTOP	(N)	212/4.1	3.8	4.4	4.7	4.3	4.3	240/5234	4550/15.1	15.4	13.8	85				WTOP
12.	WWRC	(T)	199/3.8	2.4	2.3	2.3	2.1	2.7	212/2350	2178/ 7.2	6.7	5.7	66				WWRC
13.	WXTR-F	(O)	167/3.2	3.2	2.7	2.3	3.0	2.9	217/3561	3007/10.0	11.3	9.0	150				WXTR-F
14.	WLTT-F	(AC)	156/3.0	3.1	3.6	3.4	3.0	3.3	168/3313	3036/10.1	10.7	9.5	140				WLTT-F
15.	WDJY-F	(B/U)	129/2.5	3.4	3.9	3.6	5.7	3.4	144/2640	2365/ 7.9	9.1	10.9	56				WDJY-F
16.	WGMS A/F	(CL)	126/2.4	3.1	3.3	2.7	2.3	2.9	134/2418	2259/ 7.5	8.4	7.5	96				WGMS A/F
17.	WASH-F	(AC)	125/2.4	3.0	2.5	2.9	2.6	2.7	147/3047	2595/ 8.6	7.9	8.3	150				WASH-F
18.	WBMW-F	(AOR)	124/2.4	1.5	1.7	1.7	1.3	1.8	129/2305	2171/ 7.2	4.5	5.4	158				WBMW-F
19.	WOL	(B)	122/2.4	2.2	1.5	1.7	1.5	2.0	122/1187	1161/ 3.9	2.9	4.2	108				WOL
20.	WHFS-F	(A)	73/1.4	1.6	1.7	.9	1.5	1.4	102/1506	1141/ 3.8	4.4	3.9	129				WHFS-F
21.																	
22.																	
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 79.07% (3630 of 4591) (SUM 87: 78.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRQX-F	1. WWDC-F	1. WMZQ-F+	1. WMZQ-F+	1. WMZQ-F+	1. WGAY-F	1. WMZQ-F+	1. WMZQ-F+	1. WMZQ-F+	1. WHUR-F	1. WWRC
2. WAVA-F	2. WCXR-F	2. WWDC-F<	2. WWDC-F<	2. WKYS-F	2. WMZQ-F+	2. WMAL	2. WGAY-F	2. WGAY-F<	2. WKYS-F	2. WMZQ-F
3. WPGC-F+	3. WKYS-F<	3. WKYS-F	3. WKYS-F	3. WWDC-F	3. WMAL	3. WTOP <	3. WWDC-F	3. WWDC-F	3. WRQX-F<	3. WTOP
4. WDJY-F>	4. WPGC-F+<4.	WHUR-F	4. WHUR-F	4. WHUR-F	4. WTOP	4. WWDC-F	4. WPGC-F+	4. WPGC-F+	4. WWRC	4. WKYS-F
5. WWDC-F	5. WHUR-F	5. WCXR-F	5. WCXR-F	5. WCXR-F	5. WGMS-F+	5. WKYS-F<	5. WAVA-F<	5. WAVA-F	5. WPGC-F+	5. WHUR-F
6. WMZQ-F+	6. WAVA-F	6. WPGC-F+	6. WXTR-F	WXTR-F<	6. WWRC	6. WAVA-F	6. WCXR-F	6. WCXR-F	6. WMZQ-F+	6.
7.	7. WMZQ-F+	7. WAVA-F	7. WLTT-F	7. WGAY-F	7. WKYS-F	7. WGAY-F	7. WHUR-F	7. WMAL	7. WAVA-F	7.
8.	8. WLTT-F	8. WLTT-F	8. WAVA-F<	8. WLTT-F	8. WHUR-F	8. WPGC-F+<8.	WLTT-F<	8. WRQX-F	8. WGAY-F	8.
9.	WRQX-F	WXTR-F	9. WPGC-F+<9.	WPGC-F	9. WXTR-F	9. WCXR-F	9. WKYS-F<	9. WKYS-F	9. WWDC-F	9.
10.	10. WXTR-F	10. WRQX-F	10. WBMW-F	10. WAVA-F WBMW-F	10. WASH-F	10. WWRC	10. WWRC WXTR-F	10. WLTT-F	10. WCXR-F	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WAVA-F<	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WMZQ-F+
2. WPGC-F+	2. WAVA-F	2. WCXR-F	2. WMZQ-F+	2. WKYS-F
3. WHUR-F	3. WHUR-F	3. WAVA-F	3. WHUR-F	3. WHUR-F
4. WKYS-F	4. WCXR-F<	WHUR-F	4. WAVA-F	4. WLTT-F
5. WRQX-F<	5. WPGC-F+	5. WLTT-F	5. WPGC-F+	5. WGAY-F
6. WCXR-F	6. WLTT-F	WPGC-F+	6. WLTT-F	6. WXTR-F
7. WLTT-F	7. WMZQ-F+	7. WMZQ-F+	7. WRQX-F<	7. WASH-F
8. WDJY-F	WWDC-F	WXTR-F	8. WCXR-F	8. WCXR-F<
9. WWDC-F	9. WRQX-F	9. WWDC-F	9. WASH-F	9. WAVA-F
10. WMZQ-F+	10. WXTR-F	10. WBMW-F	WWDC-F	WMAL WPGC-F+ WRQX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WWDC-F	1. WWDC-F	1. WWDC-F	1. WWDC-F	1. WMZQ-F+
2. WPGC-F+	2. WCXR-F	2. WCXR-F	2. WMZQ-F+	2. WWDC-F
3. WKYS-F	3. WPGC-F+	3. WHUR-F	3. WCXR-F	3. WHUR-F<
4. WLXR-F	4. WHUR-F<	4. WMZQ-F+	4. WKYS-F	4. WCXR-F
5. WAVA-F	5. WKYS-F	5. WPGC-F+	5. WHUR-F	5. WXTR-F
6. WHUR-F	6. WMZQ-F+	6. WAVA-F	6. WPGC-F	6. WKYS-F
7. WMZQ-F+	7. WAVA-F>	7. WKYS-F	7. WAVA-F	7. WGAY-F
8. WDJY-F	8. WRQX-F<	8. WXTR-F	8. WXTR-F	8. WBMW-F
9. WRQX-F	9. WHFS-F<	9. WBMW-F	9. WTOP <	9. WPGC-F
10.	10. WXTR-F	WHFS-F	10. WBMW-F	10. WAVA-F

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCPT	730	Alexandria	.5/1.5
WFRE-F	99.9	Frederick	.4/ .9
WMJR-F	107.7	Warrenton	.3/ .9
WMMJ-F	102.3	Bethesda	.7/3.4
WUST	1120	Washington	.3/1.1
WWDC	1260	Washington	.9/2.3
WYCB	1340	Washington	1.0/2.8
WZYQ-F	103.9	Braddock Heights	.3/1.4
WFLS-F	93.3	Fredericksburg	.6/1.2
WFSI-F	107.9	Annapolis	.3/1.0
WGRX-F	100.7	Westminster	.4/1.0
WIYY-F	9..9	Baltimore	.4/1.7
WLIF-F	101.9	Baltimore	.4/ .9
WPOC-F	93.1	Baltimore	.3/1.3

RADIO STATIONS

AM STATIONS

WCPT, 730,	5 KW/20 W (DA-1)	, BLACK	SMN,$ NA	(Mc-Guild)	Legacy
WDCT, 1310,	5 KW/500 W (DA-2)	, RELIGION	,$ 34.00	(---)	
WFAX, 1220,	5 KW (DAYS)	, RELIGION	,$ 20.00	(---)	
WMAL, 630,	5 KW (DA-2)	, MOR	ABC-I,$200.00	(Katz)	Cap Cities/ABC
WMDO, 1540,	5 KW (DAYS)	, HISPANIC	,$ 45.00	(Lotus)	Lotus
WNTR, 1050,	1 KW/500 W	, TALK	,$ 30.00	(---)	
WOL , 1450,	1 KW	, BLACK	NBN,$ 47.00	(K & P)	
WTOP, 1500,	50 KW (DA-2)	, NEWS	MBS,CBS,$175.00	(HNWH)	Outlet
WUST, 1120,	1 KW (DAYS)	, GOSPEL	NBN,$ 25.00	(---)	
WWDC, 1260,	5 KW (DA-2)	, NOSTALGIA	US 2,$ 51.00	(Christal)	
WWRC, 980,	5 KW (DA-N)	, TALK	MBS,NBC,$ 78.00	(MMR)	Greater Media
WYCB, 1340,	1 KW	, GOSPEL	SBN,$ 41.00	(---)	

FM STATIONS

WASH, 97.1,	23 KW @ 690,	SOFT AC	Trans,$ 88.00	(HNWH)	Outlet
WAVA, 105.1,	50 KW @ 500,	CHR	,$160.00	(HNWH)	Emmis
WJFK, 106.7,	23 KW @ 731,	CLASSIC ROCK	ABC-R,$ 85.00	(Torbet)	Infinity
WCXR, 105.9,	50 KW @ 500,	CLASSIC ROCK	,$135.00	(Mc-Guild)	Legacy
WDJY, 100.3,	40 KW @ 333,	BLACK	APR,$ 80.00	(Mc-Guild)	United
WGAY, 99.5,	21 KW @ 780,	BTFL/EZ	,$210.00	(MMR)	Greater Media
WGMS, 103.5,	47 KW @ 510,	CLASSICAL	MBS,$150.00	(Republic)	RKO
WHUR, 96.3,	24 KW @ 669,	BLACK	,$106.00	(Durpetti)	Howard University
WKYS, 93.9,	50 KW @ 485,	BLACK/URBAN	,$206.00	(Eastman)	NBC to Albimar
WLTT, 94.7,	21 KW @ 780,	AC	,$168.00	(CBS)	CBS
WMMJ, 102.3,	1 KW @ 480,	? ?	,$ 51.00	(K & P)	
WMZQ, 98.7,	50 KW @ 490,	COUNTRY	,$209.00	(Christal)	Viacom
WPGC, 95.5,	50 KW @ 500,	URBAN/CHR	,$125.00	(Banner)	Cook Inlet
WRQX, 107.3,	50 KW @ 410,	CHR	ABC-C,$146.00	(Katz)	Cap Cities/ABC
WWDC, 101.1,	23 KW @ 760,	AOR	US 1,$203.00	(Christal)	
WXTR, 104.1,	50 KW @ 500,	OLDIEA	,$ 76.00	(Mc-Guild)	Ragan Henry (LA PLATA)
WHFS, 99.1,	47 KW @ 390,	AOR	APR,MBS,$ 54.00	(Republic)	Duchoissois (ANNAPOLIS)

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WEST PALM BEACH

Arbitron Rank/Pop (12+): 56/684,500

MSA Rank/Pop: 65/784,000
ADI # 53
Average Person Ratings: 17.5
Market TSL: 23.5 hours

Stations: 31/15
Diaries: 925/740:1/39.0%
Sample Target: 940
% Below Line: 32.5
% Not Listed: 12.7

1987 Revenue: $18,500,000
HH Inc.: $36,567
Retail $: 6.7 Bil
Pop per Station: 45,633
#1 Biller: WRMF-F $5,000,000

12+ METRO		1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WEAT A/F	(EZ)	149/12.4	12.0	14.6	12.9	14.3	13.0	255/2634	1483/21.7	22.5	22.9	35				WEAT A/F
2.	WJNO	(N/T)	114/ 9.5	5.7	7.9	5.9	5.4	7.3	129/1171	1012/14.8	11.8	10.3	73				WJNO
3.	WRMF-F	(AC)	106/ 8.8	7.0	8.4	8.9	7.8	8.3	158/1850	1215/17.8	16.3	15.7	182				WRMF-F
4.	WIRK-F	(C)	60/ 5.0	3.8	6.2	5.2	7.3	5.1	62/ 686	631/ 9.2	8.7	11.2	122				WIRK-F
	WNJY-F	(BB)	60/ 5.0	4.1	6.1	4.6	4.8	5.0	64/ 683	529/ 7.7	9.0	9.4	20				WNJY-F
6.	WKGR-F	(AOR)	48/ 4.0	2.9	1.8	2.6	2.9	2.8	56/ 946	653/ 9.5	8.7	7.4	148				WKGR-F
7.	WOVV-F	(CHR)	41/ 3.4	4.9	2.3	1.6	---	3.1	72/1120	841/12.3	10.6	---	79				WOVV-F
8.	WHYI-F	(CHR)	37/ 3.1	4.4	3.1	5.1	5.7	3.9	150/2715	867/12.7	13.4	14.4	142				WHYI-F
9.	WNGS-F	(AC)	34/ 2.8	3.0	3.1	2.6	3.5	2.9	34/ 492	492/ 7.2	6.7	6.8	163				WNGS-F
10.	WPOW-F	(CHR/U)	32/ 2.7	2.3	2.4	3.1	1.7	2.6	137/1736	451/ 6.6	6.8	6.6	48				WPOW-F
11.	WMXJ-F	(O)	30/ 2.5	3.4	3.7	3.7	2.8	3.3	156/2093	559/ 8.2	9.3	7.3	192				WMXJ-F
12.	WPBR	(T)	29/ 2.4	1.2	2.1	2.0	1.2	1.9	29/ 479	479/ 7.0	3.9	3.5	46				WPBR
13.	WGTR-F	(AOR)	27/ 2.3	2.4	3.2	1.8	1.6	2.4	157/1916	408/ 6.0	4.6	4.8	165				WGTR-F
	WHQT-F	(U/CHR)	27/ 2.3	3.1	2.9	1.8	3.7	2.5	78/1720	517/ 7.6	8.7	8.5	35				WHQT-F
	WSHE-F	(AOR)	27/ 2.3	3.2	1.4	2.1	3.8	2.3	91/1714	538/ 7.9	6.5	9.2	135				WSHE-F
	WZTA-F	(AOR)	27/ 2.3	1.5	1.4	1.5	.8	1.7	96/1436	408/ 6.0	4.1	3.1	191				WZTA-F

12+ FM SHARE (METRO): 75.14% (786 of 1046) (SUM 87: 76.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHQT-F>	1. WRMF-F>	1. WRMF-F>	1. WRMF-F>>	1. WRMF-F>>	1. WEAT-F+>	1. WJNO	1. WEAT-F+>	1. WEAT-F+>	1. WJNO	1. WJNO >
2. WPOW-F	2. WKGR-F	2. WKGR-F>	2. WKGR-F	2. WJNO	2. WJNO >	2. WEAT-F+	2. WRMF-F	2. WRMF-F	2. WEAT-F+	2. WPBR
3. WOVV-F	3. WOVV-F	3. WJNO	3. WJNO	3. WIRK-F	3. WNJY-F	3. WRMF-F>	3. WJNO	3. WJNO >	3. WRMF-F	3. WPOM
4. WHYI-F	4. WGTR-F<	4. WOVV-F	4. WMXJ-F	4. WKGR-F	4. WIRK-F	4. WNJY-F<	4. WNJY-F	4. WIRK-F	4. WHQT-F	4. WEAT-F
5. WYFX	5. WZTA-F	WHYI-F	5. WHYI-F	5. WEAT-F	5. WRMF-F	5. WIRK-F	5. WKGR-F	5. WKGR-F	5. WOVV-F	5.
6. WPOW-F	6. WPOW-F		WZTA-F	WNGS-F						
7. WSHE-F	7. WSHE-F			WHYI-F						
				WZTA-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WOVV-F	1. WRMF-F>>	1. WRMF-F>>	1. WRMF-F>>	1. WRMF-F>>
2. WRMF-F>	2. WOVV-F>	2. WHYI-F	2. WOVV-F	2. WEAT-F+
3. WPBR	3. WHYI-F	3. WOVV-F	3. WHYI-F	WNGS-F
4. WJNO	4. WKGR-F	4. WKGR-F	4. WNGS-F	WHYI-F
WGTR-F	5. WGTR-F	5. WAXY-F	WMXJ-F	WMXJ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKGR-F	1. WKGR-F	1. WRMF-F	1. WRMF-F	1. WRMF-F>
2. WPOW-F>>	2. WRMF-F	2. WZTA-F	2. WKGR-F	2. WJNO
3. WOVV-F	3. WZTA-F	3. WGTR-F	3. WJNO	3. WIRK-F
WSHE-F	4. WGTR-F	4. WKGR-F	4. WZTA-F	4. WKGR-F
5. WHQT-F	5. WPOW-F	5. WJNO	5. WGTR-F	5. WZTA-F
WKIS-F	6. WSHE-F	WSHE-F	WSHE-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBF	1420	Delray Beach	1.3/3.0
WPBG	1290	West Palm Beach	.4/1.2
WPOM	1600	Riviera Beach	1.8/4.3
WSBR	740	Boca Raton	.7/3.2
WYFX	1040	Boynton Beach	1.3/3.9
WAXY-F	105.9	Fort Lauderdale	1.7/5.5
WINZ	940	Miami	.3/1.6
WIOD	610	Miami	1.8/4.7
WJQY-F	106.7	Fort Lauderdale	.4/2.9
WKIS-F	99.9	Boca Raton	1.7/4.3
WLVE-F	93.9	Miami Beach	1.5/4.3
WLYF-F	101.5	Miami	1.7/5.5
WNWS	790	South Miami	1.3/4.0
WTMI-F	93.1	Miami	.8/3.5

RADIO STATIONS

WDBF, 1420, 5 KW/500 W (DA-1)	, NOSTALGIA	CBS,$ 12.00	(Dora)	
WJNO, 1230, 1 KW	, NEWS/TALK	CBS,ABC-E,$ 53.00	(Banner)	Fairbanks
WPBR, 1340, 1 KW	, TALK	MBS,CNN,$ 23.00	(Savalli)	
WPOM, 1600, 1 KW (DA-1)	, BLACK	ABC-D,$ 31.00	(Republic)	
WYFX, 1040, 10 KW/1 KW (DA-2)	, BLACK	SBN,$ 17.00	(---)	
WEAT-F, 104.3, 56 KW @ 1250, BTFL/EZ		,$ 72.00	(Katz)	Taylor
WIRK-F, 107.9, 100 KW @ 400, COUNTRY		ABC-E,$ 56.00	(HNWH)	Price
WKGR-F, 98.7, 100 KW @ 1500, AOR		UPI,$ 44.00	(HNWH)	(FORT PIERCE)
WNGS-F, 92.1, 2 KW @ 378, AC		,$ 30.00	(Eastman)	
WNJY-F, 94.3, 1 KW @ 480, NOSTALGIA		NBC,$ 36.00	(Republic)	Lappin
WRMF-F, 97.9, 100 KW @ 1350, AC		,$101.00	(Banner)	Fairbanks

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WILKES BARRE - SCRANTON

Arbitron Rank/Pop (12+): 56/625,400

MSA Rank/Pop: 69/734,000
ADI # 51
Average Person Ratings: 16.4
Market TSL: 22.25 hours

Stations: 36/26
Diaries: 1025/610:1/55.9%
Sample Target: 1000
% Below Line: 8.8
% Not Listed: 11.8

1987 Revenue: $13,600,000
HH Inc.: $27,627
Retail $: 4.4 Bil
Pop per Station: 24,054
#1 Biller: WKRZ A/F $2,300,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F (CHR)	151/14.7	12.3	13.9	11.5	10.6	13.1	184/2438	2036/32.6	30.5	29.0	107				WKRZ-F
2. WEZX-F (AOR)	93/ 9.0	9.7	6.9	10.8	8.0	9.1	97/ 977	931/14.9	14.3	13.3	119				WEZX-F
3. WARM (MOR)	74/ 7.2	7.2	5.2	6.4	7.2	6.5	91/1192	1009/16.1	17.8	18.5	61				WARM
4. WWSH-F (EZ)	53/ 5.2	4.3	3.1	4.7	5.2	4.3	73/ 804	621/ 9.9	9.2	9.0	73				WWSH-F
5. WTLQ-F (CHR)	51/ 5.0	3.2	3.9	5.5	6.2	4.4	51/ 907	893/14.3	11.2	16.7	76				WTLQ-F
6. WNAK (BB)	50/ 4.9	5.3	7.3	4.3	6.4	5.5	50/ 555	555/ 8.9	8.7	9.0	47				WNAK
7. WGBI-F (AC)	49/ 4.8	5.9	4.6	6.3	6.2	5.4	61/1005	823/13.2	11.8	17.3	140				WGBI-F
8. WMGS-F (AC)	46/ 4.5	6.4	5.0	4.7	4.7	5.2	48/ 808	740/11.8	12.6	12.8	127				WMGS-F
9. WEJL (BB)	29/ 2.8	2.6	5.9	4.8	5.1	4.0	30/ 449	424/ 6.8	6.2	7.1	36				WEJL
10. WARD (T)	27/ 2.6	2.0	1.5	2.5	1.5	2.2	27/ 322	322/ 5.1	4.3	4.1	31				WARD
11. WBAX (BB)	22/ 2.1	1.3	4.1	1.2	2.0	2.2	22/ 283	270/ 4.3	3.5	5.3	48				WBAX
12. WICK (EZ)	21/ 2.0	1.6	1.2	1.1	1.6	1.5	21/ 264	264/ 4.2	3.3	3.4	20				WICK
WQQQ-F (CHR)	21/ 2.0	1.1	1.2	.6	1.6	1.2	30/ 449	229/ 3.7	3.7	3.1	105				WQQQ-F
14. WHLM-F (CHR)	18/ 1.8	2.9	2.8	3.0	2.6	2.6	34/ 496	260/ 4.2	5.8	5.6	128				WHLM-F
WILK (MOR)	18/ 1.8	1.8	1.4	2.7	2.3	1.9	20/ 377	338/ 5.4	7.7	7.5	128				WILK

12+ FM SHARE (METRO): 66.81% (606 of 907) (SUM 87: 63.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKRZ-F>>1.	WKRZ-F	1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F>	1. WARM	1. WKRZ-F<	1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F<
2. WTLQ-F>>2.	WEZX-F>>2.	WEZX-F>>2.	WEZX-F>	2. WEZX-F>	2. WWSH-F	2. WARM	2. WEZX-F	2. WEZX-F>	2. WEZX-F>	2. WARM
3. WQQQ-F>>3.	WTLQ-F	3. WGBI-F	3. WGBI-F	3. WGBI-F	3. WNAK	3. WEZX-F>	3. WWSH-F	3. WWSH-F	3. WTLQ-F	3.
4. WEZX-F	4. WGBI-F	4. WMGS-F	4. WMGS-F	4. WMGS-F	4. WKRZ-F	4. WNAK	4. WMGS-F	4. WARM	4. WARM	4.
5.	5. WMGS-F	WTLQ-F	5. WARM	5.	5.	5. WGBI-F	5. WARM <	5. WTLQ-F	5.	5.
						6. WMGS-F	6. WGBI-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKRZ-F>>1.	WKRZ-F>>1.	WKRZ-F>>1.	WKRZ-F>>1.	WKRZ-F>>
2. WEZX-F>	2. WEZX-F>	2. WMGS-F	2. WEZX-F	2. WGBI-F
3. WTLQ-F>>3.	WTLQ-F	WGBI-F	3. WMGS-F	3. WMGS-F>
4. WMGS-F	4. WMGS-F	4. WEZX-F	4. WGBI-F	4. WEZX-F
5.	5. WGBI-F	5. WTLQ-F	5. WTLQ-F	WWSH-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKRZ-F	1. WEZX-F	1. WEZX-F>>1.	WEZX-F	1. WEZX-F
2. WEZX-F>>2.	WKRZ-F>>2.	WKRZ-F>	2. WKRZ-F>>2.	WKRZ-F>>
3. WTLQ-F	3. WGBI-F	3. WGBI-F	3. WGBI-F	3. WARM
4.	4. WTLQ-F	4. WMGS-F	4. WARM	WGBI-F
5.	5.	5.	5. WTLQ-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZL	1550	Pittston	.8/2.3
WCNR	930	Bloomsburg	.6/2.0
WEAY-F	92.1	Naticoke	1.7/4.5
WEMR	1460	Tunkhannock	.5/1.1
WGBI	910	Scranton	1.4/5.8
WHCM	550	Bloomsburg	.5/1.6
WPLJ	1340	Wilkes-Barre	.5/1.2
WQEQ-F	103.1	Freeland	1.0/2.5
WSBG-F	93.5	Stroudsburg	1.6/3.6
WSCB	1320	Scranton	1.1/4.1
WSGD-F	94.3	Carbondale	1.3/2.7
WWLD-F	104.9	Scranton	1.5/4.4
WABC	770	New York	.6/1.5
WAEB-F	104.1	Allentown	.6/1.6
WFMZ-F	100.7	Allentown	.6/1.3
WILQ-F	105.1	Williamsport	1.0/2.4
WKSB-F	102.7	Williamsport	.6/1.2
WXTU-F	92.5	Philadelphia	.7/1.5
WYSP-F	94.1	Philadelphia	.5/1.4
WZZO-F	95.1	Bethlehem	.8/3.6

RADIO STATIONS

WARD, 1550, 10 KW/500 W (DA-2)	, TALK	APR,ABC-T,$ 12.00	(Savalli)		
WARM, 590, 5 KW (DA-2)	, MOR	NBC,$ 50.00	(Eastman)	Susquehanna	
WBAX, 1240, 1 KW	, NOSTALGIA	CMN,$ 17.00	(---)		
WEJL, 630, 500 W	, NOSTALGIA	ABC-I,$ 20.00	(Christal)	Shamrock-Lynett	
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS,$ 15.00	(Torbet)		
WICK, 1400, 1 KW	, BTFL/EZ	ABC-D,$ 14.00	(K & P)		
WILK, 980, 5 KW/1 KW (DA-2)	, MOR/TALK	MBS,ABC-E,$ 18.00	(Mc-Guild)		
WNAK, 730, 1 KW/36 W (DA-1)	, NOSTALGIA	NBC,$ 26.00	(---)		
WPLJ, 1340, 1 KW	, COUNTRY	,$ 13.00	(Katz)	Osborn	
WEZX-F, 107.1, 125 W @ 1270, AOR		ABC-R,$ 35.00	(Christal)	Shamrock-Lynett	
WGBI-F, 101.3, 7 KW @ 1110, AC		CBS-R,$ 30.00	(Torbet)		
WKRZ-F, 98.5, 8 KW @ 1172, CHR		,$ 60.00	(Katz)	Osborn	
WMGS-F, 92.9, 9 KW @ 1060, AC		,$ 35.00	(Eastman)	Susquehanna	
WTLQ-F, 102.3, 3 KW @ 71, CHR		ABC-C,$ 22.00	(Mc-Guild)		(PITTSTON)
WWDL-F, 104.9, 1.6 KW @ 1093, SOFT AC		ABC-D,$ 16.00	(K & P)		
WHLM-F, 106.5, 37 KW @ 597, AC		US 2,$ 17.00	(Banner)		(BLOOMSBURG)
WWSH-F, 97.9, 24 KW @ 660, BTFL/EZ		,$ 20.00	(---)		(HAZLETON)

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YORK

Arbitron Rank/Pop (12+): 104/332,500

MSA Rank/Pop: 114/400,000
ADI # 45 (w/Harrisburg & Lancaster)

Average Person Ratings: 15.9

Market TSL: 21.0 hours

Stations: 25/10
Diaries: 756/427:1/59.7%
Sample Target: 730
% Below Line: 37.3
% Not Listed: 10.4

1987 Revenue: $11,000,000
HH Inc.: $31,680
Retail $: 2.1 Bil
Pop per Station: 33,250
#1 Biller: WSBA-F $2,800,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WQXA-F (CHR)	70/13.2	8.0	8.3	10.1	12.0	9.9	117/1825	850/25.6	24.2	27.7	94				WQXA-F
2. WARM-F (AC)	55/10.4	8.6	10.2	12.1	9.5	10.3	115/1520	670/20.2	18.7	18.7	145				WARM-F
3. WYCR-F (CHR)	49/ 9.2	11.0	8.2	7.2	6.1	8.9	67/1201	689/20.7	24.4	17.0	76				WYCR-F
4. WRKZ-F (C)	45/ 8.5	11.5	8.7	9.6	10.0	9.6	156/1571	534/16.1	19.7	18.3	122				WRKZ-F
5. WSBA (MOR)	41/ 7.7	10.6	7.8	7.2	6.4	8.3	54/ 834	639/19.2	18.3	15.4	78				WSBA
6. WNCE-F (EZ)	34/ 6.4	8.4	8.3	7.4	7.7	7.6	170/1731	435/13.1	13.7	13.8	105				WNCE-F
7. WGTY-F (C)	25/ 4.7	2.1	5.9	5.5	3.0	4.6	26/ 315	266/ 8.0	6.8	6.1	115				WGTY-F
8. WGRX-F (AOR)	24/ 4.5	5.6	3.2	3.9	3.8	4.3	38/ 590	294/ 8.8	9.7	6.8	104				WGRX-F
WHTF-F (AOR)	24/ 4.5	4.4	4.0	2.4	5.2	3.8	60/1000	319/ 9.6	9.8	7.6	111				WHTF-F
10. WHVR (MOR)	15/ 2.8	.7	.9	1.7	.7	1.5	17/ 207	194/ 5.8	3.7	3.7	25				WHVR
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 81.47% (387 of 475) (SUM 87: 81.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYCR-F	1. WQXA-F	1. WQXA-F	1. WARM-F	1. WARM-F	1. WSBA	1. WQXA-F	1. WARM-F<	1. WARM-F<	1. WQXA-F	1. WQSA-F
2. WQXA-F>>	2. WARM-F>	2. WARM-F>	2. WQXA-F>	2. WQXA-F	WRKZ-F	2. WARM-F	2. WQXA-F>	2. WQXA-F	WYCR-F	2. WSBA
3. WGRX-F	3. WYCR-F	3. WYCR-F	3. WRKZ-F	3. WRKZ-F	3. WNCE-F	3. WSBA >	3. WNCE-F<	3. WYCR-F	3. WRKZ-F	WRKZ-F
4.	4. WGRX-F	4. WRKZ-F	4. WYCR-F	4. WYCR-F	4. WARM-F	4. WYCR-F	4. WYCR-F	4. WRKZ-F	4. WARM-F	4.
5.	5. WHTF-F	5. WHTF-F	5. WSBA	5. WNCE-F	5. WQXA-F	5. WRKZ-F	5. WRKZ-F	5. WSBA	5. WGTY-F	5.
				6. WSBA		6. WNCE-F			WSBA	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQXA-F>>	1. WARM-F	1. WARM-F>>	1. WARM-F	1. WARM-F>
2. WYCR-F	2. WQXA-F	2. WQXA-F	2. WQXA-F>	2. WQXA-F
3. WARM-F>	3. WYCR-F	3. WGTY-F	3. WYCR-F	3. WRKZ-F<
4. WGRX-F	4. WGRX-F	WYCR-F	4. WRKZ-F	4. WNCE-F
5.	5. WKRZ-F	WNCE-F	5. WSBA	5. WYCR-F
		WRKZ-F	WNCE-F	6. WSBA
		WGRX-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQXA-F	1. WQXA-F>	1. WQXA-F	1. WQXA-F	1. WARM-F
2. WYCR-F	2. WYCR-F	2. WARM-F	2. WARM-F	2. WQXA-F
3. WHTF-F	WGRX-F	3. WGRX-F>	3. WHTF-F	3. WRKZ-F
4. WNNK-F	4. WARM-F	4. WHTF-F	WYCR-F	4. WHTF-F
WGRX-F	WHTF-F	WYCR-F	5. WGRX-F	5. WYCR-F
		6. WGTY-F	6. WRKZ-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGET	1320	Gettysburg	.9/3.0
WOYK	1350	York	2.3/3.4
WXKU	1250	York	.4/2.1
WCMB	1460	Harrisburg	.8/2.4
WDAC-F	94.5	Lancaster	1.1/3.4
WHP	580	Harrisburg	.8/2.2
WIMX-F	99.3	Harrisburg	.9/1.8
WIOV-F	105.1	Ephrata	1.3/2.7
WLAN-F	96.9	Lancaster	.9/6.0
WNNK-F	104.1	Harrisburg	2.1/7.4
WTPA-F	93.5	Mechanicsburg	1.1/4.3
WBAL	1090	Baltimore	.9/2.4
WFRE-F	99.9	Frederick	1.3/2.8
WPOC-F	93.1	Baltimore	1.7/4.2
WWMD-F	104.7	Hagerstown	.9/2.2

RADIO STATIONS

WOYK, 1350, 5 KW/1 KW (DA-2) , NOSTALGIA
WSBA, 910, 5 KW/1 KW (DA-2) , MOR
WXKU, 1250, 1 KW (DAYS) , COUNTRY

WARM-F, 103.3, 6 KW @ 1310, AC
WHTF-F, 92.7, 3 KW @ 300, AOR
WGTY-F, 107.7, 10 KW @ 350, COUNTRY
WQXA-F, 105.7, 50 KW @ 500, CHR
WYCR-F, 98.5, 11 KW @ 930, CHR

MBS,	$ 14.00	(Republic)
	$ 49.00	(Eastman)
ABC-I,	$ 13.00	(Katz)
	$ 60.00	(Eastman)
Source,	$ 36.00	(Banner)
MBS,	$ 19.00	(---)
ABC-C,	$ 56.00	(Katz)
	$ 30.00	(HNWH)

Susquehanna

Susquehanna

(GETTYSBURG)

Other ranked stations - See Harrisburg, Lancaster or Baltimore

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YOUNGSTOWN

Arbitron Rank/Pop (12+): 81/426,600

MSA Rank/Pop: 96/514,000
ADI # 88

Average Person Ratings: 16.9
Market TSL: 22.5 hours

Stations: 26/14
Diaries: 873/489:1/56.1%
Sample Target: 850
% Below Line: 13.2
% Not Listed: 10.8

1987 Revenue: $10,900,000
HH Inc.: $31,666
Retail $: 3.1 Bil
Pop per Station: 30,471
#1 Biller: WHOT A/F $2,700,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHOT-F (CHR)	96/13.3	15.5	16.0	15.6	18.2	15.1	158/2253	1398/32.8	33.9	37.3	109				WHOT-F
2. WNCD-F (AOR)	68/ 9.4	3.5	---	---	---	3.2	90/ 844	678/15.9	7.4	---	99				WNCD-F
3. WKBN (MOR)	65/ 9.0	9.2	11.8	9.3	9.0	9.8	80/1098	848/19.9	20.4	21.1	58				WKBN
4. WQXK-F (C)	59/ 8.2	10.9	7.8	8.6	7.6	8.9	105/1215	702/16.5	17.6	15.5	113				WQXK-F
5. WKBN-F (EZ)	56/ 7.8	9.3	10.6	8.6	8.3	9.1	88/1313	757/17.7	19.8	20.1	71				WKBN-F
6. WBBG-F (AC)	55/ 7.6	2.0	2.7	3.5	2.6	4.0	59/ 743	649/15.2	6.3	5.4	170				WBBG-F
7. WYFM-F (AC)	52/ 7.2	9.8	10.1	9.0	11.5	9.0	121/1513	805/18.9	22.1	22.9	153				WYFM-F
8. WBBW (T)	38/ 5.3	5.5	5.5	5.7	6.6	5.5	46/ 685	596/14.0	12.3	15.4	30				WBBW
9. WFMJ (BB)	23/ 3.2	3.2	1.8	3.4	3.2	2.9	29/ 556	445/10.4	9.8	11.5	59				WFMJ
10. WMGZ-F (CHR)	18/ 2.5	5.3	3.9	4.2	3.2	4.0	30/ 640	399/ 9.4	14.1	11.2	64				WMGZ-F
11. WRRO (MOR)	12/ 1.7	1.5	1.8	2.6	2.9	1.9	12/ 253	253/ 5.9	4.1	7.8	129				WRRO
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 74.84% (482 of 644) (SUM 87: 69.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHOT-F>>	1. WNCD-F	1. WHOT-F	1. WBBG-F	1. WHOT-F	1. WKBN	1. WHOT-F	1. WHOT-F<	1. WHOT-F	1. WKBN	1. WQXK-F
2. WMGZ-F	2. WHOT-F>	2. WNCD-F	WHOT-F	2. WBBG-F	2. WKBN-F	2. WKBN >	2. WKBN	2. WNCD-F	2. WHOT-F	2. WKBN
WNCD-F>	3. WBBG-F	3. WBBG-F	3. WYFM-F	3. WYFM-F	3. WQXK-F	3. WYFM-F<	3. WNCD-F	3. WKBN-F	3. WNCD-F	3. WFMJ <
4. WBBG-F	WYFM-F	4. WYFM-F>	4. WNCD-F	4. WNCD-F	4. WBBW	4. WBBW	4. WBBG-F	WQXK-F	4. WQXK-F>	4. WNCD-F
5.	5.	5. WQXK-F	5. WQXK-F	WQXK-F	5. WHOT-F	5. WBBG-F	5. WYFM-F	5. WBBG-F	5. WFMJ	5. WKBN-F
					6. WBBG-F	6. WKBN-F	6. WKBN-F<	WYFM-F	6. WBBG-F	
					WYFM-F	7. WQKK-F	7. WQXK-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WHOT-F>>	1. WHOT-F>>	1. WHOT-F>	1. WHOT-F>	1. WHOT-F>
2. WNCD-F>	2. WBBG-F	2. WBBG-F	2. WYFM-F	2. WYFM-F
3. WMGZ-F	WYFM-F	3. WYFM-F>>	3. WBBG-F>	3. WBBG-F
WYFM-F	4. WNCD-F	4. WQXK-F	4. WQXK-F	4. WQXK-F
5. WQXK-F	5. WMGZ-F	5. WMGZ-F	5. WNCD-F	5. WKBN-F
	WQXK-F	WNCD-F	6. WKBN	6. WKBN

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNCD-F>>	1. WNCD-F>>	1. WNCD-F>>	1. WNCD-F>	1. WNCD-F
2. WHOT-F>	2. WHOT-F>	2. WHOT-F	2. WBBG-F	2. WBBG-F>
3. WMMS-F	3. WBBG-F	3. WBBG-F	3. WHOT-F	3. WHOT-F
4. WQXK-F	WYFM-F	WYFM-F	4. WYFM-F	4. WQXK-F
WYFM-F	5. WQXK-F	5. WDVE-F	5. WQXK-F	5. WYFM-F
	WMMS-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGFT	1500	Youngstown	.4/2.8
WHOT	1330	Campbell	1.4/4.0
WWIZ-F	103.9	Mercer	.6/2.4
WDJQ-F	92.5	Alliance	.6/2.5
WDOK-F	102.1	Cleveland	.8/1.7
WDVE-F	102.5	Pittsburg	1.2/4.2
WHBC-F	94.1	Canton	.7/1.3
WMMS-F	100.7	Cleveland	1.5/2.6
WONE-F	97.5	Akron	.8/3.7
WPHR-F	107.9	Cleveland	1.5/7.9
WRMR-F	850	Cleveland	.4/1.1
WRQK-F	106.9	Canton	.7/1.2
WTOF-F	98.1	Canton	.8/3.1
WWWE	1100	Cleveland	1.1/4.5

RADIO STATIONS

WBBW, 1240, 1 KW	, TALK	ABC-T,ABC-E,$ 30.00	(Christal)	Hartstone-Dickstein	
WFMJ, 1390, 5 KW (DA-N)	, NOSTALGIA	NBC,$ 19.00	(Unirep)		
WHOT, 1330, 500 W/1 KW (DA-2)	, CHR	,$ NA	(Eastman)	Myron Jones	
WKBN, 570, 5 KW (DA-N)	, MOR	CBS,$ 39.00	(Katz)		
WRRO, 1440, 5 KW (DA-N)	, MOR	ABC-I,$ 14.00	(Regional)		(WARREN)
WHOT-F, 101.1, 16 KW @ 710, CHR		,$ 65.00	(Eastman)	Myron Jones	
WKBN-F, 98.9, 5 KW @ 1370, BTFL/EZ		,$ 48.00	(Katz)		
WMGZ-F, 95.9, 3 KW @ 165, CHR		,$ 23.00	(K & P)		(SHARPSVILLE, PA)
WQOD-F, 93.3, 50 KW @ 280, SOFT AC		MBS,$ 25.00	(Christal)	Hartstone-Dickstein	
WQXK-F, 105.1, 88 KW @ 430, COUNTRY		ABC-D,$ 40.00	(Mc-Guild)	Lincoln	
WYFM-F, 102.9, 26 KW @ 455, AC		ABC-C,$ 38.00	(Durpetti)	Regional	(SHARON, PA)
WNCD-F, 106.1, 3 KW @ 300, AOR		,$ NA	(---)		(NILES)

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